

LIFE

In this issue
CHURCHILL'S MEMOIRS

THE MIRACLE OF DUNKIRK



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America's Favorite! →

Quick starting and smooth, effortless engine performance on cold mornings are, in large measure, due to dependable spark plugs. In the opinion of most engine experts and motorists in general, no spark plug is more dependable than Champion—America's Favorite—because they represent the ultimate in quality, value, performance and dependability.

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It's a very important city to many millions of people, but you won't find it on the map. It's the Telephone City that the Bell System has built since the war. Every building shown in the picture is a telephone building.

We've taken 392 major building projects and additions that the Bell System has completed throughout the country and had the artist show them in one picture. And that's only one-seventh of the Bell Telephone buildings erected or enlarged since V-J Day. There wasn't room for 2400 others.

These buildings are more than brick and stone and telephone equipment.

They are jobs for thousands of men and women. They are more business for the towns and cities in which they are located. They are more and better telephone service for millions of telephone users.

When you look at all these buildings you can see how the Bell System is growing to catch up with the nation's needs. You can also see why it is necessary for the telephone business to have reasonable earnings.

For the money for buildings like these does not come out of the money you pay for telephone service.

It must come from investors — hundreds of thousands of everyday men and women all over America who are willing to invest their savings in the telephone business.

Reasonable earnings are needed to attract additional investors' dollars. You have an interest in this because these dollars are used to provide you with more and better telephone service.

BELL TELEPHONE SYSTEM



Lots of causes for ACID INDIGESTION Heartburn



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HURRY AND WORRY



TOO MUCH SMOKING



OVERWORK

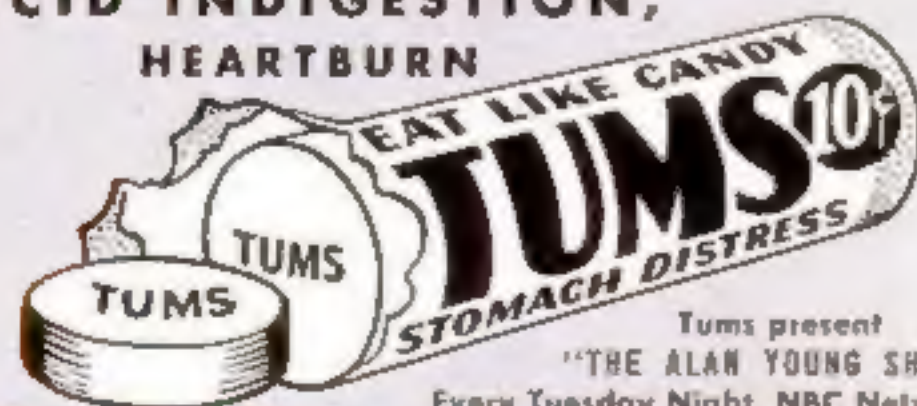


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Try Tums yourself. Night and day, at home or away, millions of Americans always carry Tums. They know that one or two tasty Tums will relieve heartburn, gas, sour stomach and other acid indigestion distress almost instantly. Because Tums contain no baking soda, they know Tums won't overalkalize—won't cause acid rebound. Tums are handy as candy mints—no mixing—take them any time, anywhere! Still only 10¢ a roll—3-roll package a quarter at all drugstores.

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HEARTBURN**



Tums present
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*This special compound gives
lustre... keeps hair in place
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DR. CHRISTIAN, starring **JEAN HERSHOLT**,
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Can wives work money-miracles today?



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Your favorite Cannon Percale Sheets are now **COMBSPUN**... combed till only the long, smooth fibers remain!



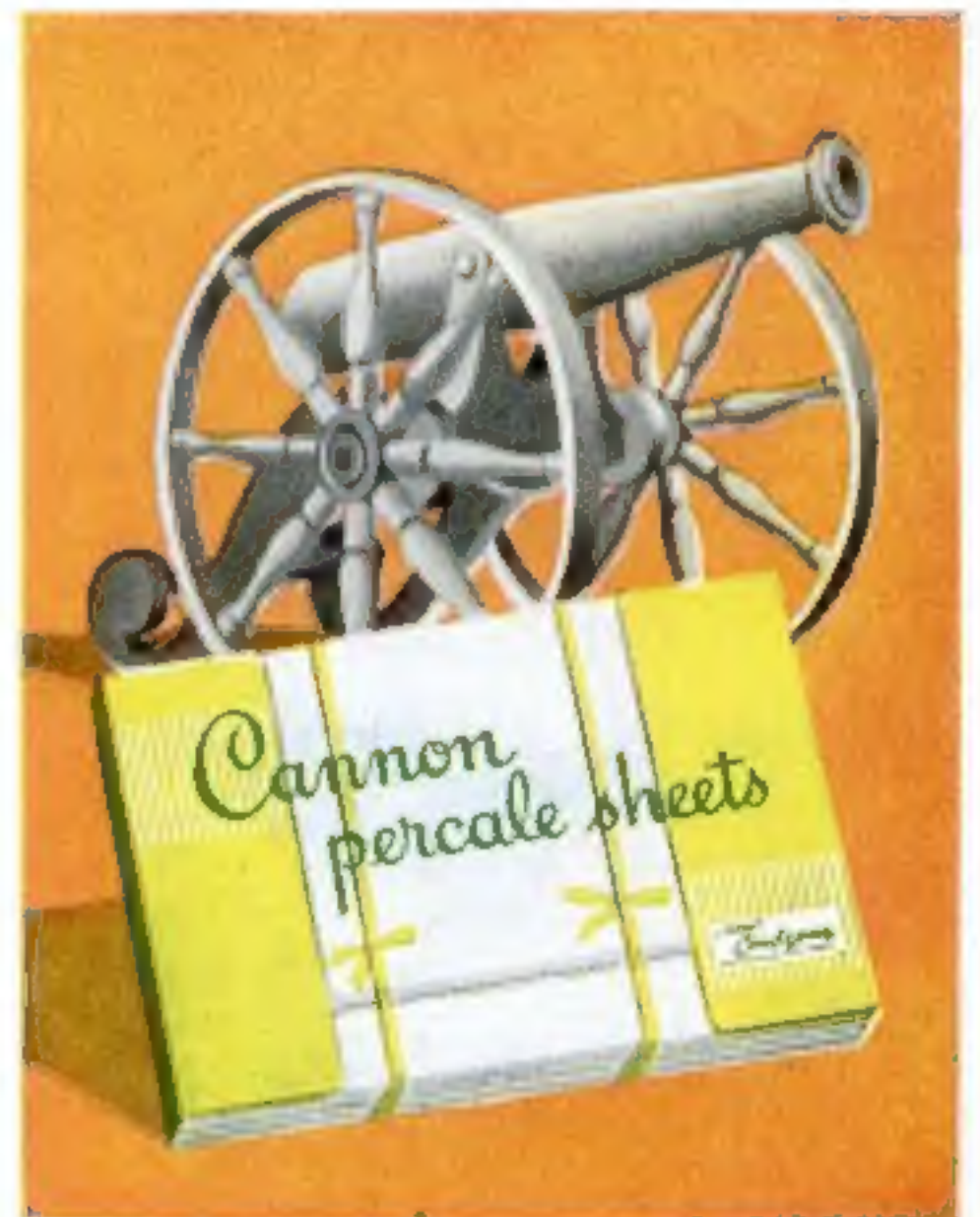
So dream-soft! You'll sleep like a **FAIRY TALE QUEEN**. So fine-woven... with over 25% more threads than best-grade muslins!



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Contains choice apple slices,
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add sugar and water

Betty Crocker is a trade name of General Mills, Inc.



Betty Crocker

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JUST EMPTY choice apple slices and
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Original orchard freshness of the
apples is quickly restored.



ROLL OUT pie crust mix; sugar the
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LETTERS TO THE EDITORS

WIDOW MALLARD

Sirs:
You carried a very good story about Arkansas' new governor, Sid McMath (LIFE, Jan. 24). Why don't you ever say something that nice about our governor, Herman Talmadge? We in Georgia are just as proud of him as any state could be of its own governor. . . .

In the same LIFE you also had some pictures of Amy Mallard in a courtroom down at Lyons, Ga. I think that the killing of her husband Robert is really terrible, but I am sure that if he had not been so "uppity" he certainly would have never been killed. I don't stick my finger into a log-sawing machine and expect it to stop just because I am just as good as it is.

TOM C. ADERHOLD
Georgia Institute of Technology
Atlanta, Ga.

Sirs:
We agree that there are in Georgia certain organizations which try to deny legal rights to Southern Negroes, but let it be clearly known that not all Georgians think in the gutters. It seems that a majority do, since our legislature has just killed a measure to unmask the K.K.K. . . .

Some Georgians wish the U.S. Supreme Court would outlaw the K.K.K. for just such reasons as those of the Lyons case.

CLARENCE G. DURHAM JR.
Thomson, Ga.

Sirs:
. . . I should like Mrs. Mallard to know that a great many white Southerners have not "snickered out loud" at the evidences of her grief.

WOODIE L. TUCKER
Charlottesville, Va.

Sirs:
Let those Southerners who must carry on the Civil War criticize you for your documentary account of the Mallard disgrace, but let me say, thank God you published it.

WILSON HARRISON
Spartanburg, S.C.

Sirs:
. . . A Negro student of Northwestern University hit the case against prejudice right on the button when he said:

"If I am dirty, I can cleanse myself. If I am ignorant, I can better myself. But if you deny me justice because of the coloring of my skin, I can only refer you to God who gave it to me!"

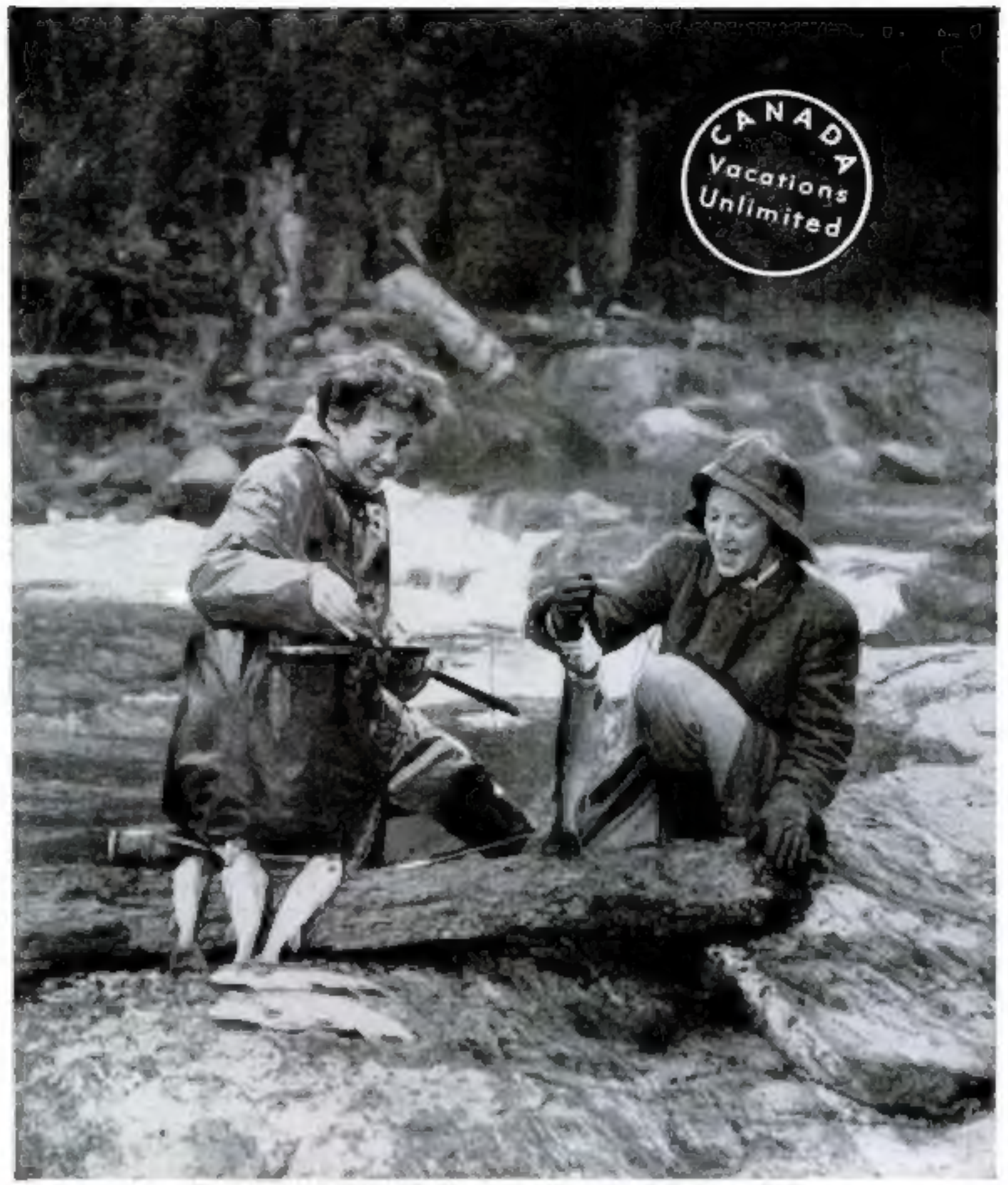
RAYMOND VUJNOVIC
Chicago, Ill.

FRENCH SKI BOOK

Sirs:
Although New Directions is exceedingly happy that the revolutionary ski technique of Frenchman Emile Allais has been so well presented to the American public (LIFE, Jan. 24), it is much annoyed and dismayed that no credit has been given to New Directions, the American publisher of Allais' book.

This extremely damaging oversight has served to negate all our publicity efforts on behalf of our American edition of M. Allais' book as well as to make futile our advertising expenditures on it to date.

Allais' *How to Ski—French Method* is published in Europe by Editions Fleche, Paris; New Directions, New York is by contract possessor of all



Real fishing! In Canada, the great outdoors is right at your door!

A whole new world of fun...

CANADA



Port Royal Habitation, in Nova Scotia's romantic Acadia country, was Canada's first permanent white settlement



No picture can capture the glories of Canada's Rockies

OBEY that urge to "get away"... head north of the border for a refreshing away-from-home vacation. You'll love the lake-and-woodland spaces of this vast natural playground.

Go motoring through "picture country". Re-live the past in storied Eastern cities. Roam game-filled National Parks. Relax to the rhythm of shipboard life on an inland or coastal cruise. Linger at a distinguished resort or a friendly summer colony for swimming and riding and golf. It's all waiting... your *personal* invitation to come and play amid the beauties of Canada. Write today for detailed information or use the coupon below.

7 VACATION "POINTERS"

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1. New—interesting—"foreign" atmosphere.
 2. A million square miles of scenic playground.
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Tonight-SLEEP!

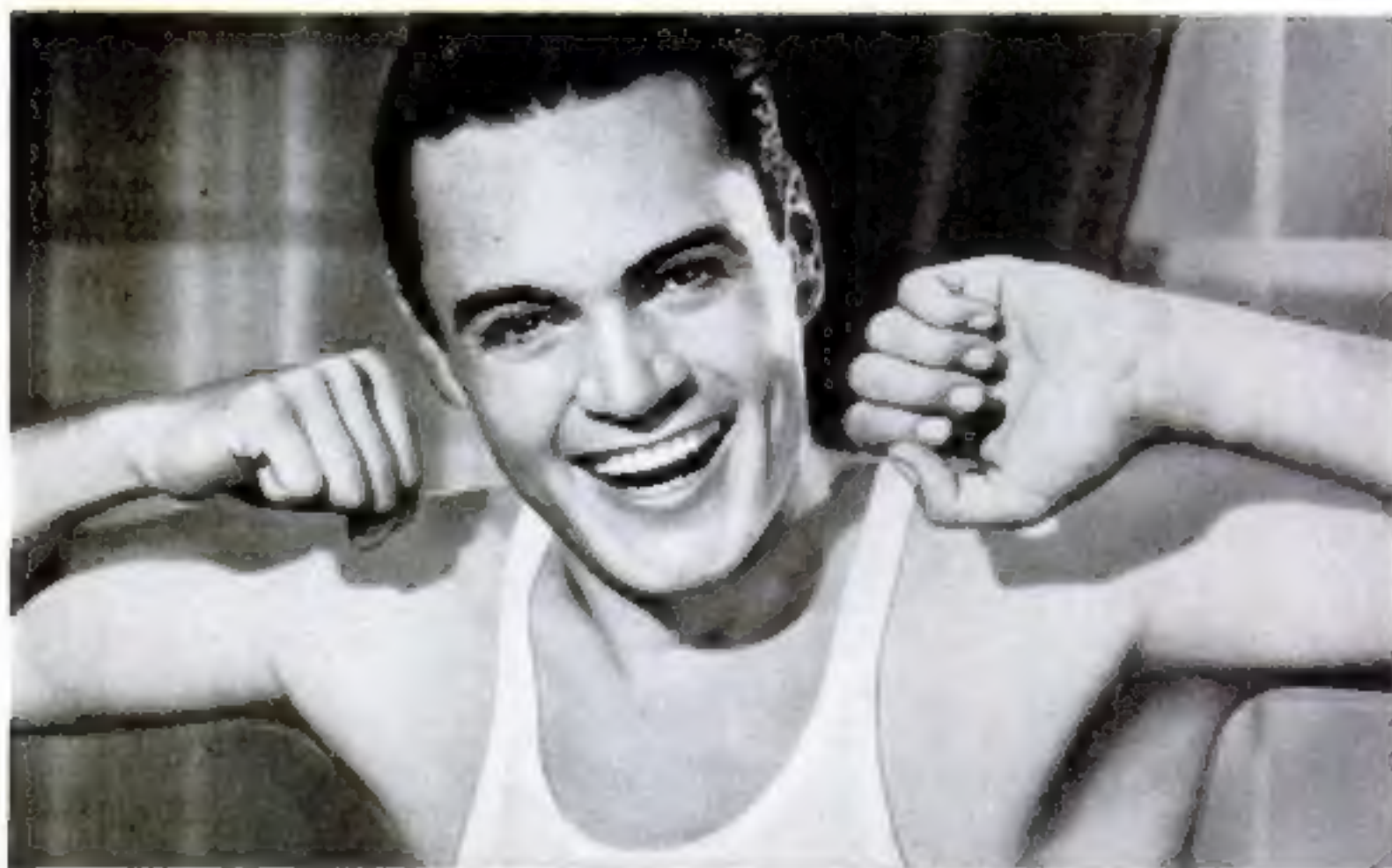


He can thank Phillips' ANTACID ACTION for this!

Don't tumble and toss all night because of sleep-robbing acid indigestion. This condition, which frequently accompanies constipation, can be relieved with amazing speed. Just take Phillips' Milk of Magnesia before retiring—and in what seems

like no time at all, the acidity will be eased away...and you'll sleep soundly, peacefully, restfully. This is because genuine Phillips' Milk of Magnesia is rated as one of the fastest and most effective acid neutralizers known to science.

Awaken-bright as a Silver Dollar!



He can thank Phillips' LAXATIVE ACTION for this!

Thanks to Phillips', you'll not only sleep like a top, but will awaken in the morning to wonderful, gentle constipation relief...will start the new day feeling fresh, alert—bright as a silver dollar! For besides being an excellent antacid, Double-Action Phillips' is also a marvelous laxative!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



LETTERS TO THE EDITORS

CONTINUED

American rights of the English translation which LIFE used.

LIFE's readers should be informed that they can still ski by the French method this year and that a request for the means need not go by slow boat to Paris.

DAVID McDOWELL
Publicity Director

New Directions
Norfolk, Conn.

• Ski enthusiasts can either order M. Allais' book straight from the publisher (New Directions, Norfolk, Conn., \$6) or buy it in one of the 300 bookstores and ski shops which have it in stock.—ED.

MARY McCARTY

Sirs:

I hardly knew just how to begin to say thank you for giving my daughter Mary McCarty such a nice mention and picture (LIFE, Jan. 24). If you will look in your files you will find you gave



MARY McCARTY, AGE 15

Mary a full page 10 years ago as one of the guests at Jane Withers' birthday party (Life Goes to a Party, LIFE, May 8, 1939).

You probably know that Mary has signed for one of the leads in the forthcoming New York book musical *Miss Liberty*, to be produced by Robert Sherwood, Moss Hart and Irving Berlin...

MRS. THELMA McCARTY
Van Nuys, Calif.

NEHRU

Sirs:

The article on Nehru (LIFE, Jan. 24) contained many generalities about India which I would like to protest. To pick one example among many, Mr. Sargeant's assertion of "indecisiveness" as the typical quality of the Indian mind. Even a very superficial reading of any of their literature such as the Vedic hymns, the *Bhagavad Gita*, the *Ramayana*, etc., shows that indecisiveness is hardly the word to use. Indians do not deal with a dogmatic either/or kind of thinking, but rather they realize the constant interplay of all aspects of experience and make a resolution of the apparent contradictions from a unified, creative, spiritual point of view. They strive toward unification of the whole man and of man in relation to the universe and God...

Elsewhere India is said to be not a fully conscious nation as we are. We are empirically conscious, to be sure, while India is spiritually conscious to an extent that we have never realized. There is no people in the world of whom



A knife-thrower's partner
did quake



At the motions her husband
would make,



"Arrow Shorts are what's needed,



So get some!" she pleaded.



"Remember, my life is at stake!"



No chafing
center seam

Sanforized-labeled • Gripper fasteners
elastic or tie side • SPRINTER (all-elastic
waistband) • adjustable back.

ARROW SHORTS

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
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CONTINUED ON PAGE 19

 **YOU CAN HEAR AMERICA ROAR FROM SHORE TO SHORE!!!** 

The story of
the ever-lovin'
gal who tied
her Beau
into knots!



JOHN LOVES MARY

THAT KISS-TERICAL STAGE SUCCESS IS THE
NEW SCREEN SCREAM FROM **WARNER BROS.**



STARRING

RONALD REAGAN · JACK CARSON



EDWARD ARNOLD · WAYNE MORRIS · VIRGINIA FIELD



AND
INTRODUCING

PATRICIA NEAL



She's the girl LOOK Magazine
chose as "THIS YEAR'S BIG-TIME
SCREEN SUCCESS!"



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Screen Play by Phoebe and Henry Ephron • From the Hit Stage Play by **NORMAN KRASNA** PRODUCED BY **JERRY WALD**

Lowest Priced Consoles

...HAVE THE FAMOUS G-E
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So little money buys so much quality, so much pleasure, in a General Electric automatic radio-phonograph, performance-engineered at Electronics Park. Even the lowest priced G-E consoles bring you the amazing G-E Electronic Reproducer for the finest record reproduction you ever heard—plus powerful AM radio—both in natural color tone! 12" Dynapower speaker. Model 119M (below), lovely mahogany veneered lowboy. \$124.95* Others from \$119.95*

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G-E RADIO-PHONOGRAPHS
Performance-engineered
at Electronics Park



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GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

the statement that "India does not think in terms of ideas" could be more untrue. The symbolism in the images of "the animal-faced, octopus-limbed gods," as the article calls them, are expressions of some of the profoundest ideas of the meaning of existence and God, and man's relation to them, that are set forth anywhere. The Indian maintains that no final expression can be given to God, and so with symbols as representations of the many aspects of God's being, he reminds men of the transcendent nature of God—one God. This is not idolatry, to my mind.

India has a great deal to contribute to this Western world if our own provincialism does not stand in its way.

MARIAN WELCH
Class of '49

Wilson College
Chambersburg, Pa.

WILLIAMS COLLEGE

Sirs:

Your article on Williams College (LIFE, Jan. 24) referred to gay blades of the '20s "who carried flasks and drove wildly in Stutz Bearcats." During the late '20s I operated out of a light blue Dodge roadster in Williams-town, taking all corners on two wheels and jettisoning empty gin bottles as I went. Perhaps I may have qualified under the classification of "gay blade."

Having mellowed now into a gray blade with my edge tempered somewhat, I will venture certain reflections on the "intimate" undergraduate life so ardently maintained at Williams.

Apparently the principal objectives of four intimate years at the college include an isolated campus, few temptations to dissipation, the rigid maintenance of the fraternity system and

CONTINUED ON PAGE 13

Stardust

Insured Bra
GUARANTEED
FOR 1 YEAR

Top Secret

The famous
Stardust Bra
in luxurious
acetate
rayon satin.

NOW about \$100



FAME AND FORTUNE CAN BE YOURS

Pictured is lovely Cindy Lou Beves, last Stardust Beauty Contest winner. Enter by 1949 contest now YOU may be the lucky winner of \$500 first prize plus a modeling and television career under Harry Conover management, or 27 other awards! Just send recent non-returnable photo with height, weight, bust, waist and hip measurements before May 1, 1949. Decisions of famous beauty judges are final. Mail entry to P. O. Box 65, Murray Hill Station, New York.

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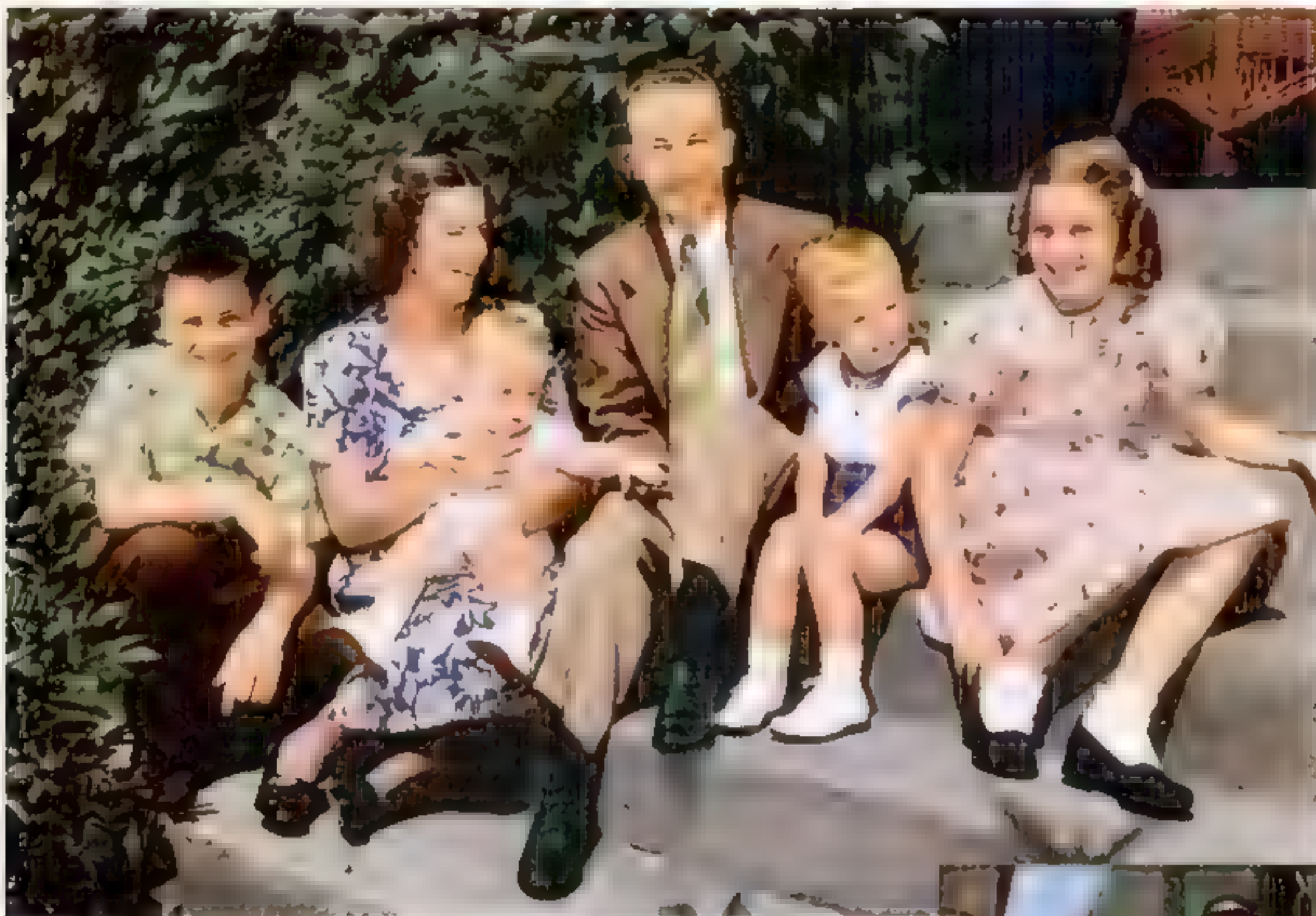
540 N. Michigan Ave., Chicago 11, Ill.
L-2-14

Bills, bills, bills—but John and Joan McConway are smiling about one item in the family budget. They report that **NEOLITE** Soles really slash dollars off their family shoe costs.



"Twice the Wear from All 6 Pair!"

REPORT JOHN AND JOAN McCONWAY



"The cost of eating is *up*, but the cost of walking is *way down* in our family," says the McConways of Port Chester, N. Y.

Our shoe dollars go *twice as far* on **NEOLITE** Soles!

"We're really sold on these new miracle soles for the whole family. They outwear leather 2 to 1 . . . keep feet dry and comfortable . . . and they don't mark up our floors."

"Our children used to wear holes in their soles in six weeks," Mrs. McConway reports. "Now they outgrow the shoes before **NEOLITE** Soles wear out."

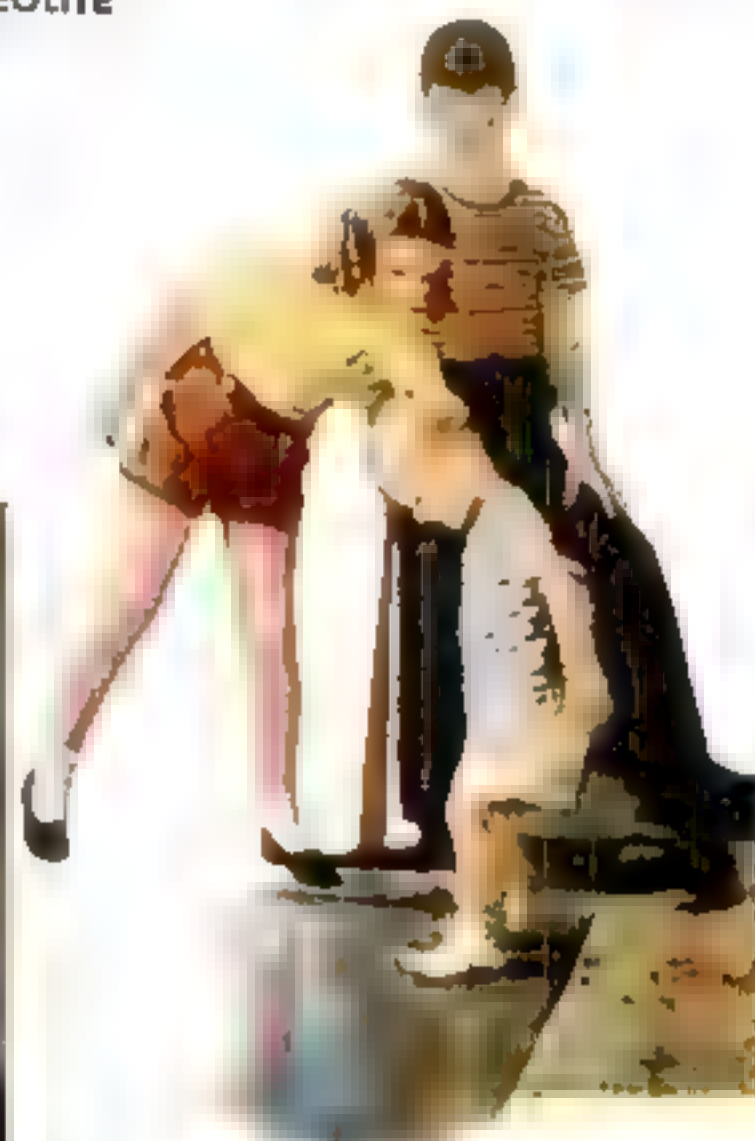
"We always look for the name **NEOLITE** when we buy new shoes or re-soles. There's no substitute for genuine **NEOLITE**."

Baby brother Kenneth joins the rest of the McConway family as they pose for our photographer on the front steps. That makes a 100% **NEOLITE** family. "We all *Step on It*," say Mr. and Mrs. McConway, "**NEOLITE** Soles help us keep shoe costs down near prewar levels."

Barry shows dad his new shoe. And Dad checks the bottoms just to make sure the soles are **NEOLITE**. That's a must in the McConway family—on resole jobs as well as new shoes for everybody.



Being a conductor on the New Haven Railroad keeps John McConway on his feet. He likes the way flexible **NEOLITE** Soles hold up to breaking use. "Comfortable as bedroom slippers," he reports.



Sharon and Barry pull brother Dennis out of a puddle. But they're not worried about sniffles because they know waterproof **NEOLITE** Soles help keep feet dry. "*Step on it—we're wearing 'em!*"

OUTWEARS LEATHER OVER 2 TO 1



MARK THIS MARK

Without this name it's not the same! Insist on genuine **NEOLITE**!

COMFORTABLE—NEEDS NO BREAKING-IN

LIGHT IN WEIGHT

COMPLETELY WATERPROOF

WON'T MARK FLOORS

NOT RUBBER • NOT LEATHER • NOT PLASTIC

30,000,000 People keep shoe costs down with

NEOLITE SOLES

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Get this new recipe folder at your meat counter—find out how to make these and 6 other delicious bacon treats! Get Armour Bacon, too—for best results with these new ideas for better eating. It's *hand-picked, tender-smoked, dry sugar-cured* for more flavor and less shrinkage.

And in Armour's new *vacuum-sealed* package, this better bacon keeps its finer flavor even longer!

Get some soon—along with your free recipe folder!

The best and nothing but the best
is labeled **ARMOUR** ★

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STARS OVER HOLLYWOOD—CBS Saturday



**PEOPLE WHO MUST
HEAR
INSIST ON
"EVEREADY" BATTERIES!**



"THE GIFT OF QAB," says Herman Jablon, salesman, "would be pretty useless if I couldn't hear the answers. I use 'Eveready' batteries in my hearing aid because my experience tells me they last longer. I can't take chances on having to change batteries during a sales talk."

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**LETTERS TO
THE EDITORS**

CONTINUED

development of the social graces, complete with candlelight dinners and milk punch—all earned the hard way, through an unbalanced budget and President Baxter's fund appeals.

It appears to me that the complacency and provincialism that would come with an "intimate" campus life are poor preparation for our fast-moving world of widespread contacts.

... I suggest that President Baxter immediately set about enlarging his plant, and along more cosmopolitan lines. His mousetrap is set too far into the forest.

GEORGE MCCURRACH
Williams '30

Bronxville, N. Y.

Sirs:

The small classes and friendly intimacy between students and faculty at Williams College leave me unimpressed. . . .

Apparently even at Williams there are lecture courses with 130 students. The rest of their work may be done in small sections, but this is exactly what is done at Cal, where every lecture section is broken down into groups of less than 30 students which meet several times a week. Here individual attention is given by men who are as close to the students as in any small college. But in the lecture hall we would far rather sit 100 feet from a great man than 10 feet from one who is just barely mediocre.

GEORGE MOSS

Berkeley, Calif.

Sirs:

Your article almost made me head east to view the old place. It's about time we got some recognition as one of the best small colleges in the country. I am surprised, though, that you failed to put emphasis on our very high scholastic standing.

ROGER E. BENJAMIN
Williams '46

Los Angeles, Calif.

Sirs:

... History proves that the upper classes are incapable of reform from within. I dream of the day that the laboring classes will tramp, tramp, tramp through the stately elms of Williamstown.

HENRY STONER

Columbus, Ohio

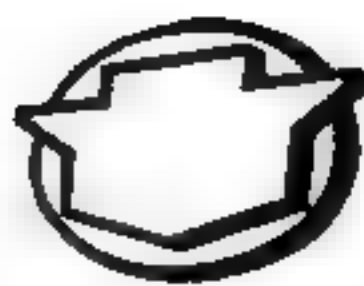
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MACKEY SKETCH SHOWS CAT SEEKING MICE

SPEAKING OF PICTURES

DOZING CAT IS SEEN IN MOUSE'S-EYE VIEW

This picture of a snoozing cat, taken as if a courageous mouse had snapped it, is the work of a cat painter who had trouble with his models. John Mackey of New York City, who specializes in drawings like those above and below, found cats would not keep still long enough when he needed special poses. He decided to photograph his own two Siamese cats, Oolah and Chang, for reference material. On a pile of books beside a warm radiator top he set up his camera, a 1909 postcard relic with an extension tube for the lens, and went back to his drawing. Soon Oolah obligingly lay down on the radiator and dozed off. Mackey quickly ran over and took this photograph (left) which, temporarily at least, threatens to overshadow his drawings.

Although Oolah is a large cat, over two feet long from tip to tail's end, he was not blessed with the leonine proportions which this picture gives him. If he were as big as this, his body would stretch eight feet to the left of this page, his tail another four feet beyond that and his purr would sound like thunder.



BOTH MACKEY'S CATS APPEAR IN DRAWING



How we retired with \$200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember the date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. Someday we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There *was*, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it, I could arrange to get a guaranteed income of \$200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in 1926. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was *that* a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for \$200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is *guaranteed for life!*

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans and how to qualify for them. Similar plans are available for women. Don't delay. Send for your copy now.

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759 Elm Street, Hartford 15, Conn.

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Date of Birth _____
Business Address _____
Home Address _____

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759 Elm Street, Hartford 15, Conn.

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Name _____
Date of Birth _____
Business Address _____
Home Address _____

Vol. 26, No. 7

LIFE

REG. U.S. PAT. OFF.

February 14, 1949

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LIFE'S COVER

Viveca (pronounced Viv'eca) Lindfors is 28 years old, has brown hair and blue eyes, loves snow and hates hats, and has a very independent personality. She began acting, in school in Stockholm, when she was 15, playing a fat old businessman. Seven years later she was a movie star, the Lana Turner of Sweden. In Hollywood, where her career has not made her very happy (pp. 76-78), she keeps out of the social swirl, preferring to take care of her family. Around her studio she has a reputation for working very hard: "Viveca studies scripts," says Producer Jerry Wald, "as if they were Einstein's theory."



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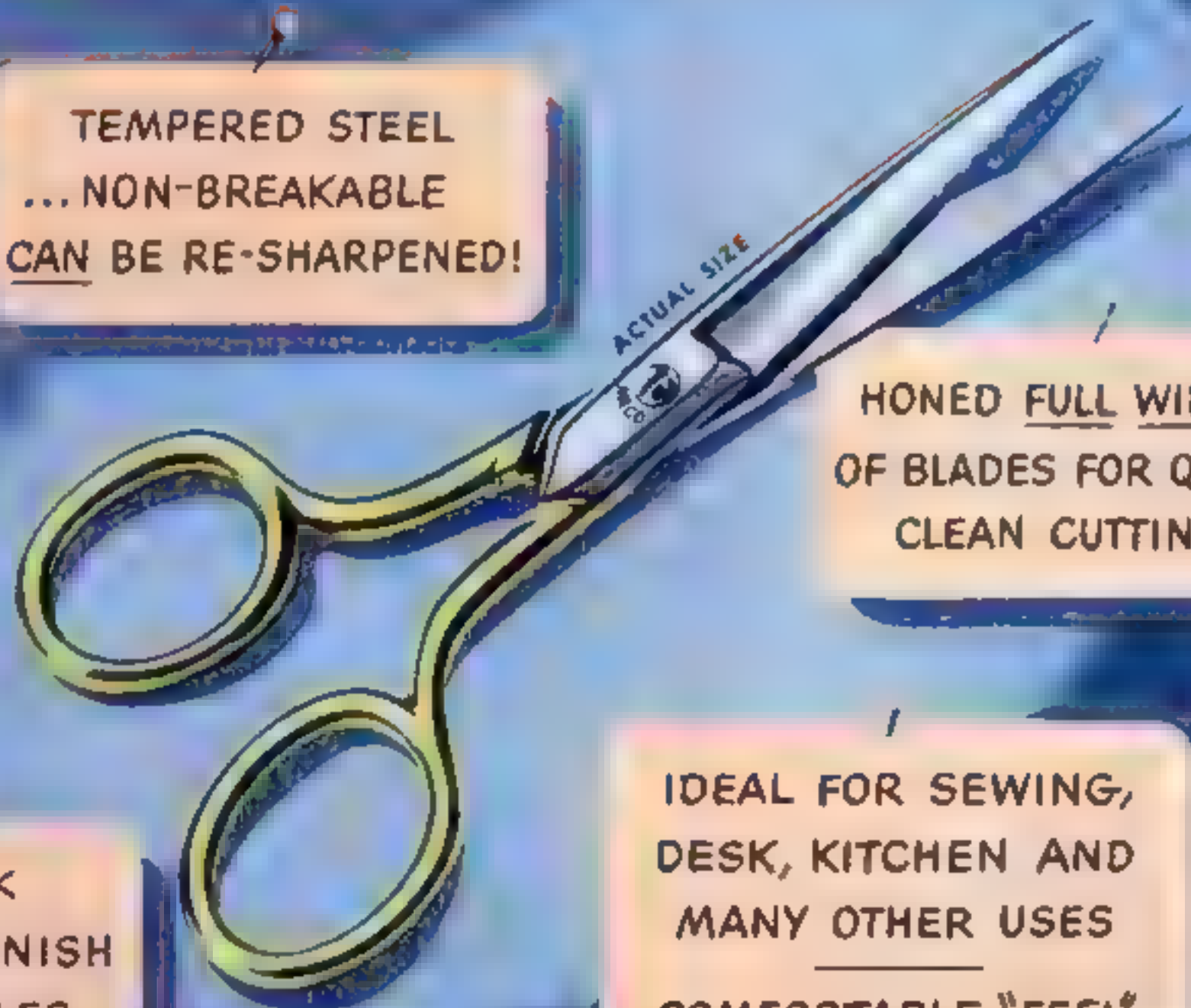


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IDEAL FOR SEWING,
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I ORDERED THREE!

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ADDRESS.....

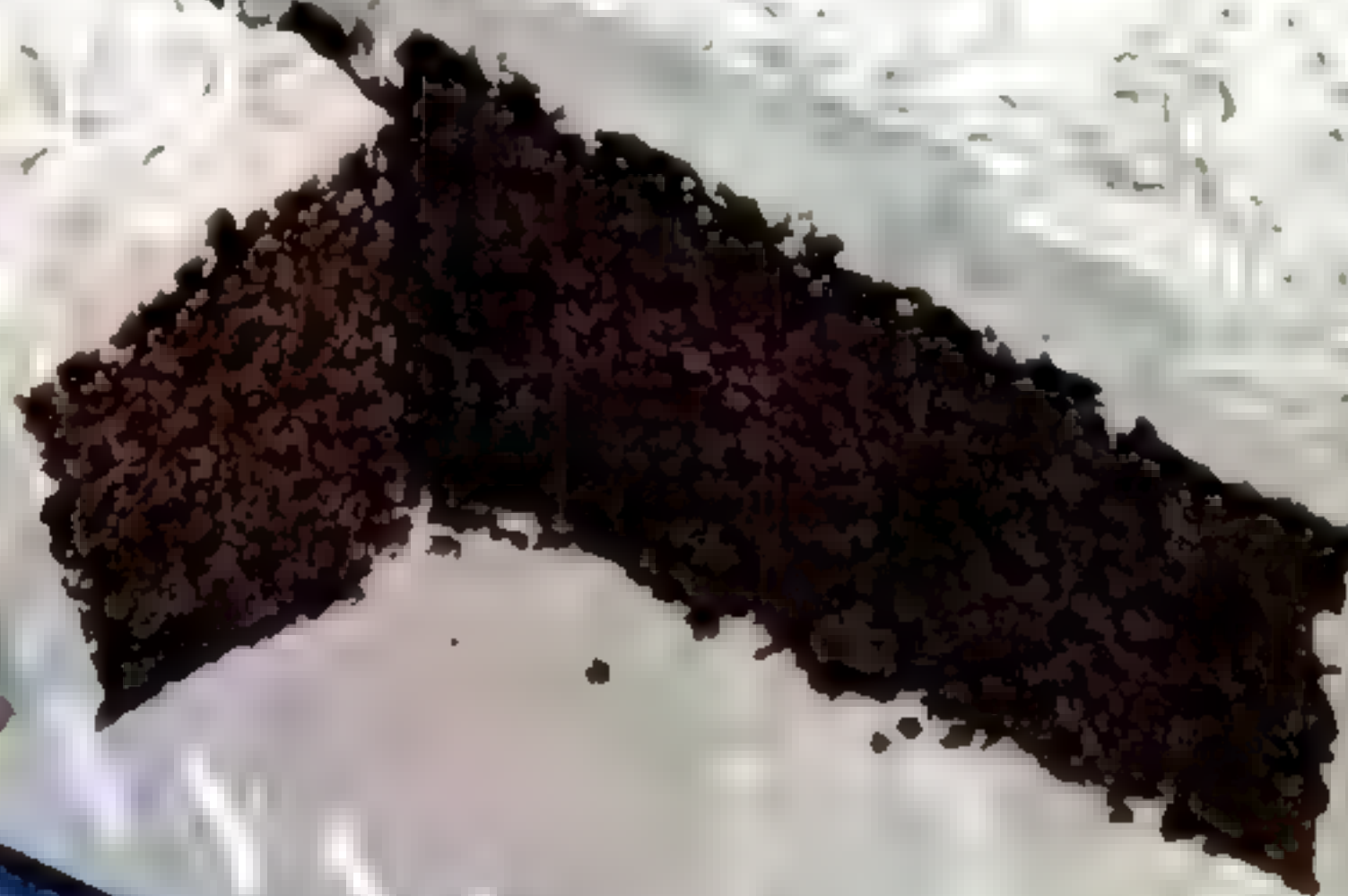
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...and the Secret is **DUFF'S**

Rich, chocolaty flavor and velvety texture make this a Devil's Food cake to dream about! Magic-quick to make, too, with this complete Duff's Mix...everything's in...

JUST ADD WATER—that's all!



..and you'll love these other **DUFF'S** cake mixes too!



Duff's Spice Cake Mix Just like homemade, and far less trouble! Duff's blend all the fine ingredients for you into a cake that's luscious and light...spiced just right!



Duff's White Cake Mix Eggs, milk, sugar and shortening a'plenty in this fine mix! A box makes two big, generous 8" layers...so snowy-white and feathery-light...perfect every time!

AMERICA'S MOST FAMOUS LINE OF BAKING MIXES

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- ☐ HOT ROLL MIX
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- ☐ WAFFLE MIX

THEY'RE ALL FULLY-PREPARED

JUST ADD WATER—that's all!





IN THE FROZEN WASTELAND OF NEBRASKA A FARMHOUSE IS NEARLY BURIED IN DRIFTS. MANY FARMERS LEFT HOUSES DESERTED WHEN STORM WARNINGS CAME

WEST FIGHTS WORST WINTER IN HISTORY

In all the records of the Weather Bureau there had never been anything like it. In the mountains and on the Great Plains snow had been falling with few letups since Nov. 18. Icy winds had spread it over the flatlands three feet deep and more and had piled it into giant drifts that covered houses to the rooftops. Now most of eight states, from Nevada to Nebraska, was covered with a deep blanket. In the towns whole carloads of Christmas mail were still piled up undelivered—and in the country men

and animals were undergoing untold hardships. It was no longer a question of merely trying to save the herds with Operation Haylift—it was time now to keep human beings from starving and freezing.

The Army sent in a thousand bulldozers, hundreds of graders and snowplows. Within seven days it pushed through 9,000 miles of snowbound roads and opened up the first path to more than 25,000 people who had been cut off from civilization. In some places the rescuers found babies weeping from

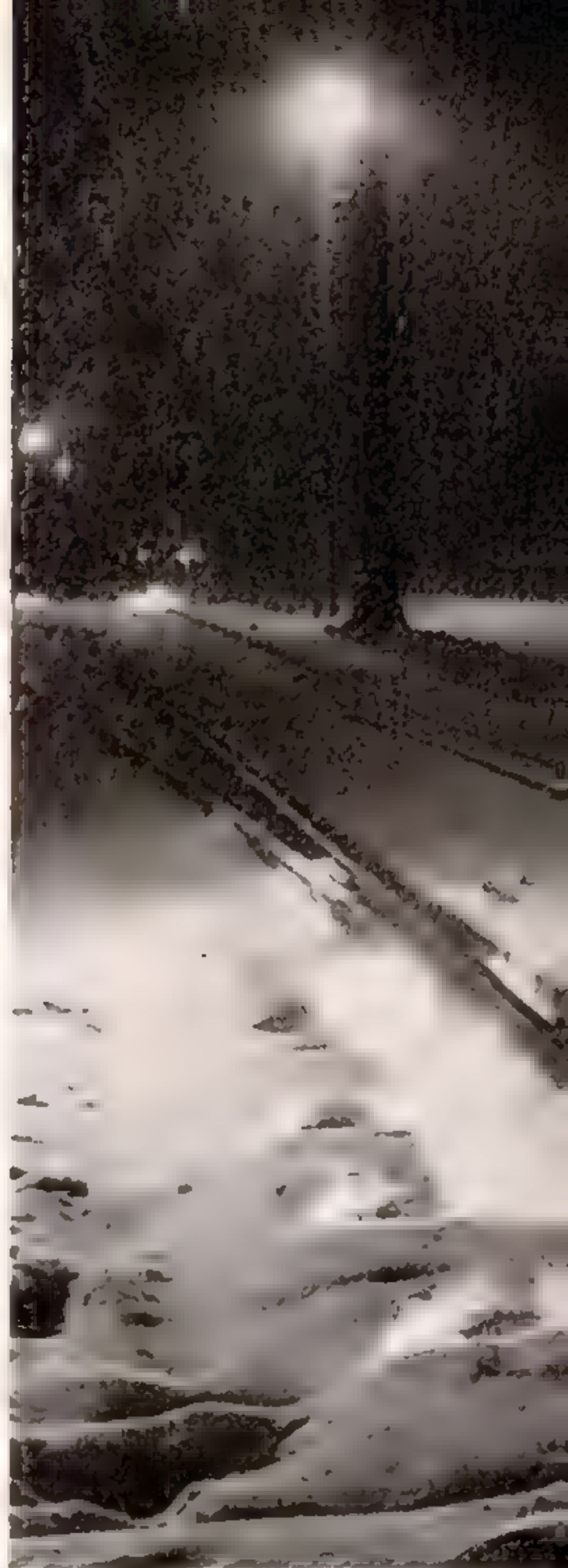
hunger and families burning fence posts and even furniture to keep warm. In a desolate part of northern Nebraska they found a woman who had spent five days in the house with the body of her husband, unable to get help when he died.

No one could yet say how many people—and thousands of cattle—the storms had killed. But it was certain that the winter of '49 had been the worst on record, causing more hardship over a larger area than any storms the U.S. had ever known



PLANE CRASH kills two Civil Air Patrol fliers who volunteered their services for scouting near Alliance, Neb.

Body of one flier is still dangling at right. Plane hit a power line and then smashed into the side of this farmhouse.



NIGHT VIGIL is kept by a lonely railroad man to prevent switches from freezing up in the Southern Pacific's

A RESCUE TRAIN WITH 20 CARLOADS OF SNOW-FIGHTING EQUIPMENT LABORIOUSLY PUFFS ITS WAY THROUGH THE SNOWY WILDERNESS EN ROUTE TO GORDON, NEB. ITS





yards at Truckee, Calif., 5,820 feet up on the east side of Sierra Nevadas near famed Donner Pass. When this pho-

tograph was made, 87 inches of snow had already fallen in the area during the winter and it was still coming down

hard. Subfreezing temperature made it necessary to keep oil burners going continuously to keep the tracks open

CARGO IS MOSTLY BULLDOZERS AND WEASELS BEING RUSHED TO WORST STRICKEN AREAS TO BREAK ROADS TO FARM FAMILIES WHICH WERE MAROONED FOR WEEKS





MAROONED COUPLE rush to greet bulldozer driver who broke a road to their farm near Alliance, Neb. Snow-bound from Dec. 21, they were nearly out of food and fuel.

ISOLATED BUILDING (below) in Nebraska is covered to rooftop by snowdrifts. Carcasses in foreground are frozen sheep, apparently stripped to bones by coyotes.



CLIFFS OF SNOW tower over a truck passing down a perilous road hacked out by 'dozers near Harrison, Neb.

STORM VICTIMS SHOW THE PIONEER SPIRIT

The most surprising thing the rescue crews discovered last week was how well most victims of the storm had managed to get along in spite of everything. Often men had gone out, disregarding their own safety, to minister to their herds (*opposite*). In one Nebraska town neighbors worked frantically to get a bulldozer through to a young farm wife known to be expecting a baby. She greeted them with the words, "What's all the fuss about? I'm not due for a month yet." Another expectant mother walked for 10 hours through the snowdrifts to the town of Sargent, Neb.—then returned home with her baby even though she knew she was sure to be snowbound. One rescue crew reached a 75-year-old farmer and started to bulldoze a path from the barn to his nearest haystacks. "Hell, I'm saving those for *bad* weather," he said. "Open up those stacks farther out in the field."



HUNGRY CALF is fed from bottle in farmhouse near Ely, Nev. This scene greeted rescuers arriving by tractor.



EXHAUSTED SHEEP is dragged to wagon by herder
rounding up his cold and hungry flock in deep snows of

western Utah. Picture was made by Photographer John
Dominis, who unexpectedly became a member of round-

up party when a plane from which he was photograph-
ing was forced down and wrecked in this bleak region.

THE ISRAELIS

CREATORS OF A NEW STATE, THEY PROVE WHAT FIGHTING FAITH CAN DO

In Israel they call them the "sabras," which is Hebrew for the prickly pear cacti. The sabras are the new Jews who have grown up on Palestinian soil in the last generation. Stolid, muscular, with the slow tenacity of the born farmer, they lack the nervous mannerisms, the quick-darting intelligence of European Jews who have known the ghettos of Europe, the persecutions of Hitler, the pogroms of Russia and Poland. The sabras are no better as fighters than the Jewish immigrant "yeck" from Germany, the Zionist from Chicago, the artistic Jew from Budapest or Paris; and they compose only a small element of Israel's armies. But they wear their fighting rue with a difference: they take it as a stolid matter of course that blockhouses must be manned, that crops must be garnered under fire and that the free man must be prepared to heft grenades and live underground in bunkers.

The world feels uneasy because of what the soldiers of Israel and the breeding of a new nationalist man have proved. In 1945 Palestine was not a nation; it was an international "problem" of the type that would presumably be solved by U.N. According to all the hopes of the world, Israel should have come into being by way of peaceful negotiation. Yes, the Jews needed a homeland, and Palestine was the place where the homeland should be reconstituted. But the Arabs had their rights too. Mediation and mutual forbearance could turn the trick.

Unfortunately the Middle East was part of such a world shilly-shallying tangle that mere goodwill could not keep pace with the urgencies

involved. Jews in the DP camps had to have someplace to go. The Arabs, many of whom suffered from the enervation of centuries, were impervious to exhortation. Collisions occurred. The British, the mandated overseers of Palestine, were loath to stay on beyond their specified date of departure, which came last May 15. They got their soldiers out on the appointed schedule. Mediation continued, but Bernadotte, the instrument of mediation, was assassinated. Open war between Jew and Arab spurted violently between periods of truce. The world waited, fearful that an Arab rising might throw the whole Middle East into turmoil. But the Jews were tougher, more resourceful than anyone knew. Before 1948 was out the Arab Legion of Abdullah had been routed. Suddenly the world woke up to the fact that Israel, by its own exertions, was an accomplished fact. It didn't need an international police force to protect its borders. It had done the whole job by itself.

De facto recognition came in a series of ripe windfalls from the nations of the West. The U.S. came through with *de jure* recognition in January 1949. Even Britain, though still touchy about its life line of waning empire, admitted that Israel was here to stay.

Like any good democratic nation, the Israelis celebrated their arrival among the nations by holding a free election. Although his moderate Labor party, the Mapai, got only 35% of the vote, David Ben-Gurion, the immigrant from Poland who is Israel's premier and defense minister, kept his position of leadership in the new nation. Ben-Gurion is tough, but as long as the

leadership does not pass from a Mapai-dominated coalition into more fanatical hands the new Israel will not become that dreaded thing, "an ugly little Spartan state."

The success of the Israelis has led some people to observe that the way of our all-too-nationalistic world has not changed. Cynics have pointed out that the Zionist *Drang nach Osten* shows some kinship to Hitler's. But when a small nation feels it must take justice into its own hands, the blame attaches to more powerful nations that have failed to organize the world for justice. The nations of U.N. had the power to settle the Palestinian question without bloodshed. They failed to do it—and the Israelis felt they had to strike out on their own.

The creation of Israel, the breeding of the new Jewish type of the sabras, are dramatic demonstrations of what can be accomplished by people who are willing to struggle and fight. Without any authority to tax, Jews in America and England have nevertheless managed to raise the money to buy guns, to run blockades, to finance Palestinian immigration. By voluntary methods the Jews have created a nation of their own. No matter what touchy philosophical problems are raised by their methods of warfare and their rather cynical attitude toward 750,000 displaced Arabs, the tenacity of the Israelis has proved something to the world.

The modern Jew of Zionist sympathies is lucky beyond other people: he has a cause for which he can fight. He has goal and purpose. How many American non-Jews can say the same for themselves?

AMERICA OVERSEAS

WE ARE ALREADY PIONEERING TRUMAN'S "BOLD NEW PROGRAM"

The American who would like to be up and going got some words of encouragement from President Truman's inaugural speech that announced the "bold new program" for carrying the benefits of U.S. technical progress to the world's "underdeveloped areas." Businessmen in smoking cars praised that speech, and the subsequent elucidation that private capital would serve as the "catalytic agent" of the "bold new" idea fell upon grateful ears. Truman disclaimed any "old imperialist" notions, but the U.S., he said, would benefit from his program: an increase of 2% in the Asiatic standard of living, for example, would keep American factories busy for 100 years.

The President attached no blueprints to his inaugural proposition. His "bold new" idea, however, is something that has already been pioneered by American businessmen who have been seeking ways of doing overseas business outside the old patterns of colonial exploitation. Last spring *LIFE* commented editorially (April 12) on such new developmental devices as Nelson Rockefeller's \$15 million Venezuela

Basic Economy Corporation and Edward R. Stettinius' Liberia Company, both of which are designed to bring profits to Americans by raising the standard of life for natives of the tropics. Rockefeller and Stettinius might be dismissed as New Deal capitalists, but what are you going to call President Arthur T. Proudfoot, head of the Creole Petroleum Corp. subsidiary of Standard Oil (N.J.)? Mr. Proudfoot's Creole, the world's greatest oil producer, operates in Venezuela, and its story, as told in the February 1949 issue of *FORTUNE*, is an indication that President Truman's program can be implemented.

The Creole pattern is not small-time dogoodism; it is large-scale oil extraction that paid \$200 million in profits for 1948. But the profits in this case were not made at the expense of the Venezuelan people. To begin with Creole is in oil partnership with the Venezuelan government on a 50-50 basis. Creole employs native Venezuelans wherever possible; at the present moment 93% of the company's personnel is Venezuelan. More importantly, Venezuelan nationals have been trained by Creole to do

such top-paid skilled jobs as drilling. The policy of filling Venezuelan jobs with Venezuelans ranges on upward through *caporales* (foremen), geologists, engineers and other expert technicians.

The pay-off to Venezuela goes in many other directions. Within 10 years Creole has reduced the illiteracy rate among its employees from 82% to 12%. DDT campaigns have sharply cut malaria in the oil-camp regions. And the 50-50 division of Creole profits means that the Venezuelan government has bolivars for its own health and education purposes that would never have come into its coffers unaided.

All of this is in contrast to Mexico, where the expropriation of foreign oil interests has put the business of oil extraction into the doldrums and threatens to make Mexico a large oil importer. The Creole pattern of 50-50 partnership might offer Mexico a way out; certainly it is something for President Truman's "bold new program" lieutenants to chew upon when they are planning for Brazil and for Indonesia, for Canton and for Monrovia.

PICTURE OF THE WEEK: ➡

The slightly absurd and pathetic scene on the opposite page tells much of the news of China. The empty chairs only recently rested in government offices in Nan-

king. The soldier was part of an army fighting Communists. But last week the bureaucrats who once filled the chairs were straggling toward a new capital, Canton, and

the chairs were being shipped there. The whole Nationalist army was as unwarlike as the chairborne soldier. Neither seemed to count for much now in China's future.



ON THE YANGTZE'S BANK CHAIRBORNE SENTRY
GUARDS NATIONALIST GOVERNMENT FURNITURE
AWAITING SHIPMENT FROM NANKING TO CANTON



TRIUMPHANT ISRAELIS Now that the fighting is over and recognition has been won (Editorial on page 24), the government of Israel is proudly releasing pictures of the bully boys who fought its battles. Their equipment is mixed—American, British

and German helmets can be seen above—but the troops look properly tough and dashing as they gather around a captured Egyptian flag. In their classic pose, which has been struck by soldiers since Solomon's time, they convey exactly the impression Israel wants them to convey: "We may be few, but we are rugged."



SPEECHLESS EMPLOYERS In Oakland, Calif. a new sort of labor dispute was going on: management picketed management. Harry Jensen (left) was angry at Dewey Bagacchi because he had signed an agreement with a union. Words failed both men.



KRAVCHENKO HECKLERS In Paris, Victor Kravchenko (left), Russian author of an anti-Soviet book called *I Chose Freedom*, sued the Communist weekly *Les Lettres Françaises* for libel. In true Gallic tradition, both sides hurled insults with zest. The



HOLDING ACTION In New York City reporters made big news of the separation suit being brought by Mrs. Robert P. Lord against her husband. In addition to alimony and attorneys' fees the battle involved custody of a midtown apartment. After being locked out of it

last September, Mrs. Lord had counterattacked and recaptured the place in November. Since then, she reported, she and two heavily armed private detectives had held the fort against Mr. Lord. While her men guarded the door, Mrs. Lord obliged photographers who wanted a "homey" touch by fondling a plant.



Red editors and their counsel (right) said someone else wrote his book, and that if Kravchenko did write it he was all wrong, and that he is probably a traitor anyway. Their heckling so enraged the author that he made for his opponents with wrath in his eye, and only the interference of a gendarme stopped him.



DIRECT ACTION In Beverly Hills, Calif. Cab-driver Sam Laurie (left) was wounded in the neck during a holdup try. When police asked him to look at suspect Donald Biddle, Laurie took one glance, clinched the identification with a resounding clout on the gunman's jaw.

A PLAN TO LIGHTEN PRESIDENTIAL LOAD

Hoover report urges that Truman be given power to streamline job

The commission has found that the U.S. is paying heavily for a lack of order, a lack of clear lines of authority and responsibility, and a lack of effective organization in the executive branch

This statement was made Feb. 7 in the first of the Hoover Commission reports on the executive branch of the government, the result of 16 months of searching into the problems of administration and trying to find ways to make it more efficient.

The former President's bipartisan commission chose for its first report the most important office of the executive branch, the presidency itself. One finding, as this drawing shows, is that the agencies under the President have grown too fast for their own good. Indeed the commission heads its list of eight general findings on the entire executive branch (other seven on page 30) with: "The executive branch is not organized into a workable number of major departments and agencies which the President can effectively direct, but is cut up into a large number of agencies which divide responsibility and which are too great in number for effective direction from the top."

Having succinctly summarized the President's main problem, the commission just as succinctly sets down its recommendations:

1) The President should have complete authority, with no limitations by Congress, to reorganize his staff as he sees fit.

2) He should have an Office of Personnel, headed by a director of personnel, who should also be chairman of the Civil Service Commission. This would be a new office to streamline government personnel policies. As part of this program the Civil Service Commission would be greatly altered (*next page*).

3) There should be a Staff Secretary, a career man who would keep the President informed of work in his office, Cabinet committees, interdepartmental committees and special advisory committees.

b) The interdepartmental committees (below-Cabinet-level groups formed to consider problems concerning more than one department) should be studied every year by the Staff Secretary. Those whose work is done should be abolished.

5) The Council of Economic Advisers should no longer have three men of equal authority. It should be an office of the Economic Adviser with one boss.

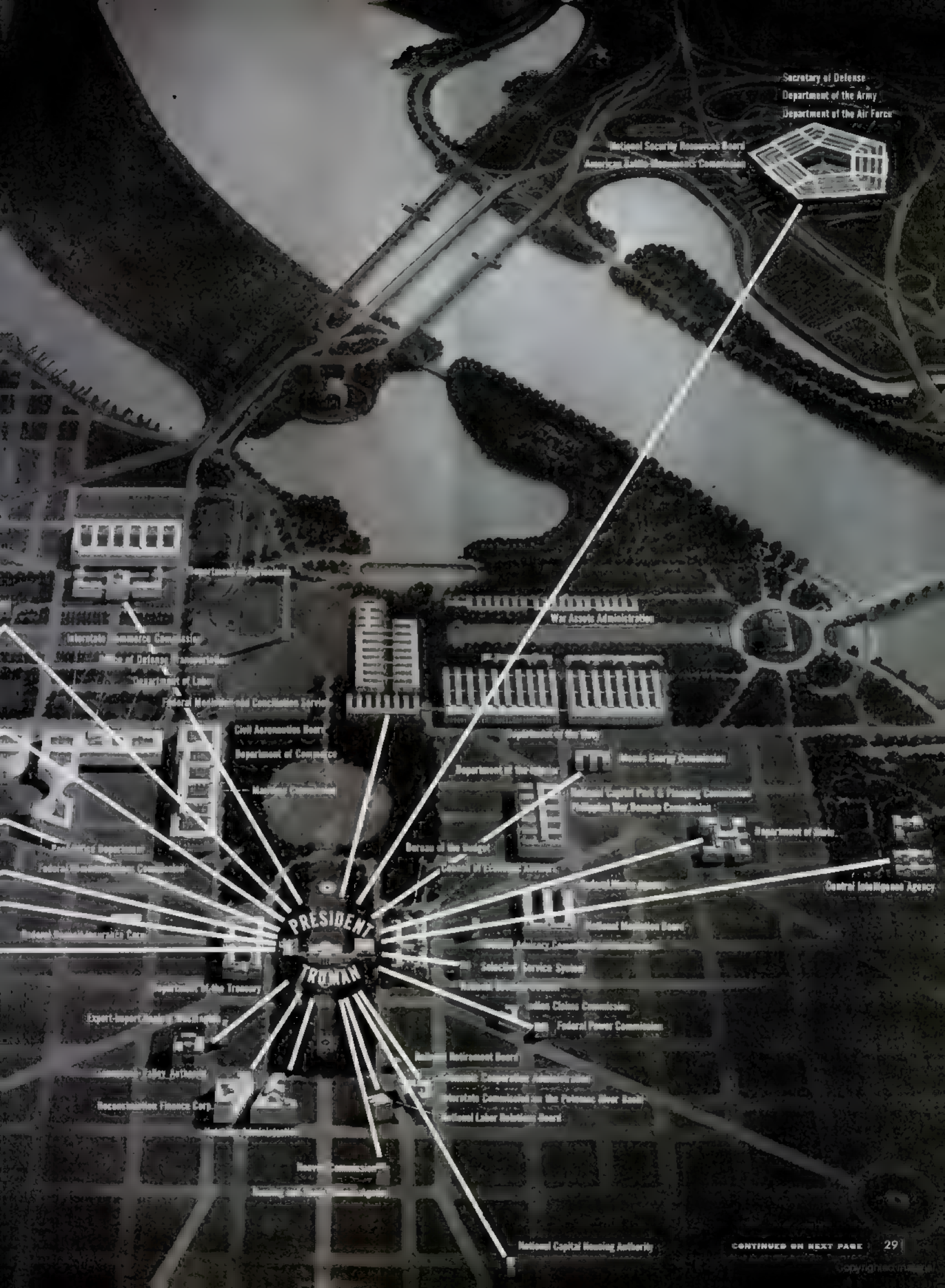
b) Cabinet committees, made up solely of Cabinet members should be formed to consider any inter-Cabinet problems of extreme importance instead of leaving them to lesser committees.

7) The President should increase his use of advisory commissions of private citizens and should have a special fund to pay them for their service.

For Harry Truman the commission's report, if it is enacted into law, means more power to do a more efficient job. For Herbert Hoover it means the climax of a long career. Last week as legislative action was started on his plan, the 74-year-old statesman let it be known that when the last report is finally in he intends to go fishing for the rest of his life.

THE 57 BUREAUS that report directly to the President do not include 17 temporary and advisory groups. Commission plan would give the President power to abolish and consolidate these bodies into a few departments.





Secretary of Defense
Department of the Army
Department of the Air Force

National Security Resources Board
American Battle Monuments Commission

War Assets Administration

Interstate Commerce Commission

United States Office of Defense Transportation

Department of Labor

Federal Mediation and Conciliation Service

Civil Aeronautics Board

Department of Commerce

National Commission

Executive Department

Federal Government Commission

National Transportation Board

Department of the Treasury

Export-Import Bank of Washington

Commonwealth Policy Authority

Reconstruction Finance Corp.

Revenue Commission

Planning and Economic Development

Bureau of the Budget

College of Economic Advisors

Department of the Interior

Atomic Energy Commission

National Capital Park & Planning Commission

Philippine War Damage Commission

Department of State

Central Intelligence Agency

National Migration Board

National Advisory Commission

Selective Service System

National Youth Council

Indian Claims Commission

Federal Power Commission

Railroad Retirement Board

Economic Cooperation Administration

Interstate Commission on the Potomac River Basin

National Labor Relations Board

National Capital Housing Authority

CONTINUED ON NEXT PAGE 29

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COMMISSION STUDIED PAYROLLS AND POSTOFFICES, FIRING AND FILING

The commission took the occasion of its first report to list eight general shortcomings in the executive branch of the government. The first finding is quoted on page 28. Here are the others:

2) "The line of command and supervision from the President down through his department heads to every employe . . . has been weakened, or actually broken, in many places and in many ways.

3) "The President and the heads of departments lack the tools to frame programs and policies and to supervise their execution.

4) "The federal government has not taken aggressive steps to build a corps of administrators of the highest level of ability. . . .

5) "Many of the statutes and regulations that control the administrative practices and procedures of the government are unduly detailed and rigid.

6) "Likewise, the budgetary processes of the government need improvement, in order to express the objectives of the government in terms of the work to be done rather than in mere classifications of expenditures.

7) "The accounting methods in the executive branch require standardization and simplification and accounting activities require decentralization . . . if great expense and waste are to be eliminated.

8) "Central administrative services for various operating agencies . . . are poorly organized or coordinated."

The commission has also released information on some additional specific recommendations that will be elaborated upon in the reports to come.

CIVIL SERVICE

The present formation of the Civil Service Commission is woefully inefficient, mostly because it has become too cumbersome to do all governmental hiring and firing (*bottom of page*). The job of hiring and firing should be taken away from Civil Service and should be put in the hands of the employers in the operating departments. The director of personnel in the President's office (*p. 28*) should be the head of Civil Service. He should set policy and standards of operation for the department employers. This change should result in a vastly more efficient use of personnel and a saving of a quarter billion dollars a year.

EMPIRE BUILDING

Twenty years ago there were 570,000 people in the government. In the fiscal year 1948 there were 2,043,000. One of the major government projects should be to pare this number down. Empire building, for example, should be dealt with unmercifully. Recommendations to come in future reports will make efficient use of personnel—and weeding out of unnecessary employes—a primary concern.



HOOVER EXHIBITS WORK THAT WENT INTO REPORTS

PAY STANDARDS

There are now five pay policies in the government, with the result that employes doing the same work get different salaries. Congress should set up one pay policy, fixing maximums and minimums, but individual pay scales should be left up to the Civil Service Commission. The salaries of postmen, clerks and "blue collar" workers should be adjusted according to the pay standards in the region where they work. More raises should be given in the middle and upper brackets. Recently there have been raises up to 56% in the lower brackets, only up to 15% in the upper brackets. This is one reason why the government loses promising men and women. It should be corrected.

RECRUITING

Under the present Civil Service system the government does not always get the best people. A department head requiring new help has a choice among only three prospective employes who have been qualified by Civil Service. He should be permitted to make his own selection from lists of qualified applicants. The government should make a better try at finding bright young men and women. Every year departments should launch special recruiting programs to get these people.

PROMOTIONS

Once good people are hired and are paid what they are worth, they should be made to feel more a part of their job. Bad morale loses many efficient public servants (the annual turnover of govern-

ment workers: 500,000). There should be better plans for promotions, and promotions across agency lines should be encouraged. The rigid and confusing efficiency-rating system now in use should be revised. Employes who look most promising should be provided with special training.

HOUSEKEEPING

Purchasing is too haphazard. So many forms have to be filled out that at least half of all the items purchased for government use cost more to order than they are actually worth. To get \$1.25 worth of paper fasteners an employe has to fill out so many forms that it costs the government \$11.20 to get the fasteners. Cataloguing has got out of hand. One type of ball bearing is catalogued under 239 different designations. Coordination would prevent oversupplying. There are now 3.6 typewriters for every employe whose uses one.

NATIONAL DEFENSE

The merger is a good plan but it is not working well yet. The office of the Secretary of Defense should be greatly strengthened so that he can prevent service heads from carping at each other. There is a dangerous gap in liaison between foreign policy and national defense. The \$15 billion budget is too high and better accounting procedures would cut it down. The defense department does not have a clear accounting of its stock pile. There are inadequacies in intelligence. For example, last spring a mistaken intelligence report about Russian intentions almost led the U.S. into war.

RECORDS

The government has enough records to fill the Pentagon Building six times. One seventh of this total mass could be destroyed because of duplication. Too many records are stored in Washington office buildings, where it costs \$29 a year per filing cabinet; not enough are stored in low-cost areas, where they could be kept for as little as \$2.15 a year per cabinet. However, current records should be stored conveniently. The West Coast branch of the Maritime Commission stores its records in Hoboken, mails them back and forth at great expense.

THE POST OFFICE

This department works inefficiently at a loss because there are some 900 pages of laws set up by Congress which it must follow in its business. It costs 2½¢ to make and deliver a 1¢ postcard. The Post Office cannot figure its current costs because the General Accounting Office keeps its books. The Post Office should do this job for itself.

FIRING FEDERAL EMPLOYE CAN TAKE 17 MONTHS



GETTING RID OF AN INEFFICIENT WORKER involves so much red tape, the Hoover Commission charges, that many a useless employe is kept on the payroll because it is too much trouble to get rid of him. As the hypothetical case above shows, a stubborn government girl can fight her discharge through four boards of review and



keep the job for many months simply by following normal Civil Service "separation procedure." The commission singled out one case in which an astute though incompetent stenographer appeared before four boards, forced her employer to present 45 evidences of tardiness and refusal to work. She kept it up for 17 months, then quit.



FROM THE SUN-DRENCHED FIELDS OF SUMMER

Luscious, specially grown tomatoes make
"The Soup Most Folks Like Best"

Remember how they looked—those sun-bathed fields? The rich dark loam, the rows of lush green-growing plants, the peeping deep-red tomatoes fairly bursting with juice and goodness? Such are the prize tomatoes used in making Campbell's Tomato Soup.

Sit down soon to a plate of this favorite soup of all. You'll revel in the flavor of those specially grown tomatoes made into a smooth purée, with golden table butter and a whisper of seasoning—all according to a matchless recipe. Prepare it with milk, sometimes, instead of water, for an extra-delicious cream of tomato. Have it soon!



Campbell's TOMATO SOUP

Color photo taken in the fields, of the actual tomatoes used in making Campbell's Tomato Soup.



Hot Idea

THE hot toddy on the anvil is the heart-warming idea we're suggesting for a cold, blustery winter's day.

We added the horseshoe to remind you what a lucky thing it is to come across a *perfect* hot toddy—a toddy made, of course, with Four Roses.

But that's something you just shouldn't leave to chance. Whether you ask for this glorious drink at your favorite bar—or decide to make it your-

self at home—be sure to use Four Roses.

For no other whiskey, however, imbues a hot toddy with quite the same distinctive flavor or the soul-satisfying magnificence of Four Roses.

• • •

Fine Blended Whiskey 90.5 proof, 40% straight whiskeys, 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET



PEOPLE



FRANKLIN ROOSEVELT'S BIRTHDAY

Sunday, Jan. 30 was the anniversary of Franklin Roosevelt's birth. The caretakers at Hyde Park scraped the snow away from the earth in front of the marble tablet that marks his grave. Eleanor Roosevelt, his widow, their son Elliott, his wife Faye and her 8-year-old son William Crawford came forward. Mrs. Roosevelt placed a wreath on her husband's grave. The woman at the right is wife of a British major who was visiting Elliott.

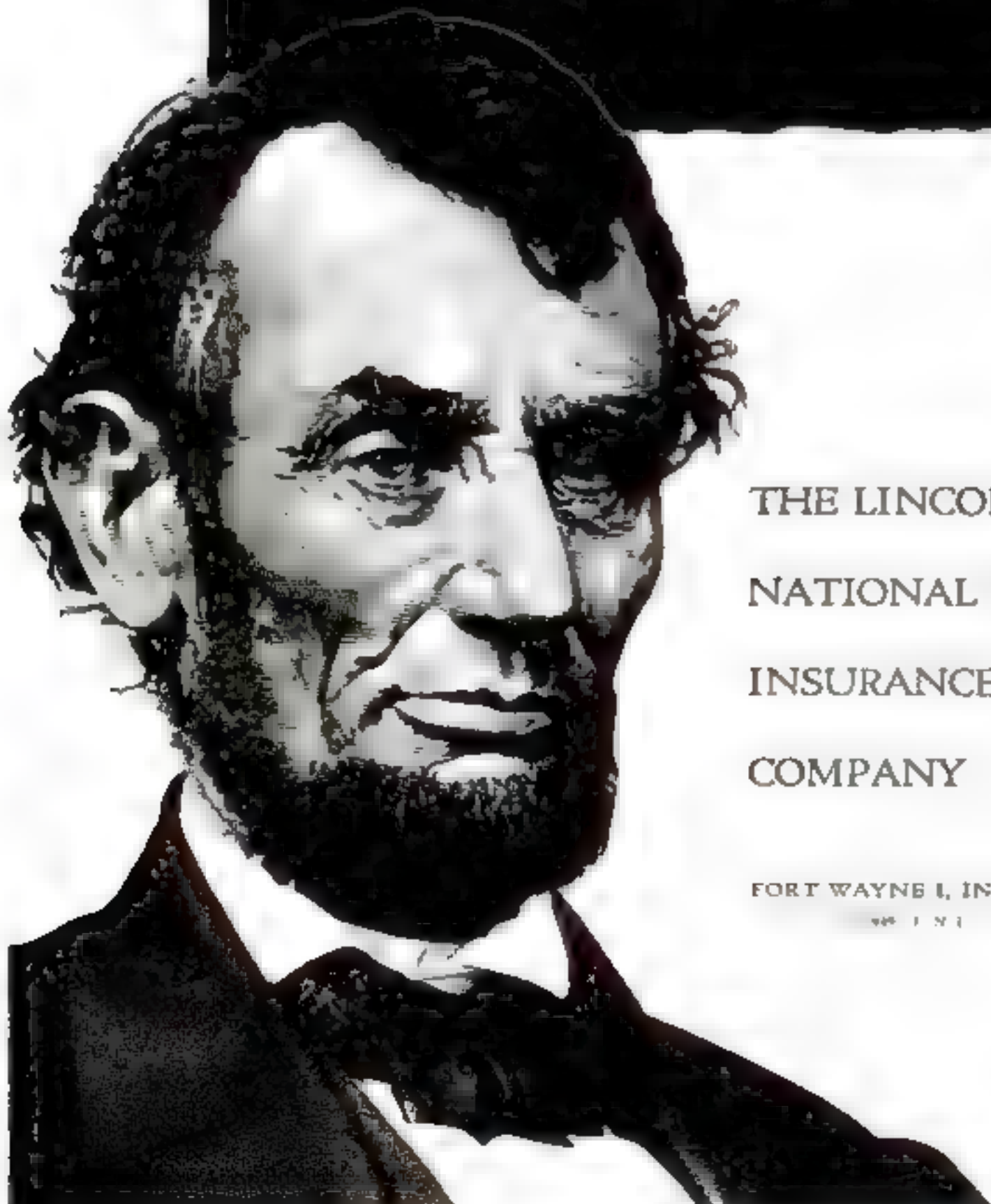
MARGARET TRUMAN'S PRESS CONFERENCE

Soprano Margaret Truman made her return to her chosen career official by holding a New York press conference in the Steinway Hall office of James A. Davidson (left), her manager. The press was not very interested in music. "How about your love life?" a reporter asked. "Absolutely none," Miss Truman answered, pointing to her ringless ring finger. But the President, another reminded her, recently said he was saving a walking cane given him by World War I buddies for his first grandson. "Daddy," Miss Truman reckoned, "was a little short of something to say at that point."



Its Name Indicates Its Character

IN adopting the name of Abraham Lincoln, this company assumed the responsibility of measuring up to that great name—in character, integrity and thoughtful, human service.



THE LINCOLN
NATIONAL LIFE
INSURANCE
COMPANY

FORT WAYNE 1, INDIANA
46811

PEOPLE CONTINUED



EXALTED PATRIARCH

Shouts of "Axios!" ("He is worthy!") rang through the crowded Church of the Patriarchate in Istanbul last week when Greek Orthodox bishops enthroned their 268th Ecumenical Patriarch, Athenagoras I, formerly head of the Greek Orthodox Church in America. In his enthronement speech (*above*) he called for Turkish-American friendship and then embraced the U.S. colonel who took him to Istanbul in the President's plane.



EXILED SOONGS

Chiang Kai-shek's wealthy brother-in-law, China's former premier Dr. T. V. Soong, with his willowy wife (*left*) landed at Hong Kong's airport from Canton soon after he had given up the governorship of Kwangtung province and retired from public life. The medals on his left lapel helped save face but his departure from China plainly was in fear of Communists. At Hong Kong, Soong asked the British police for a bodyguard.

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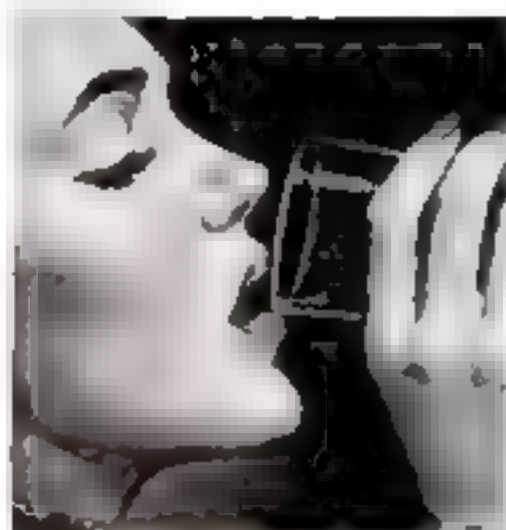
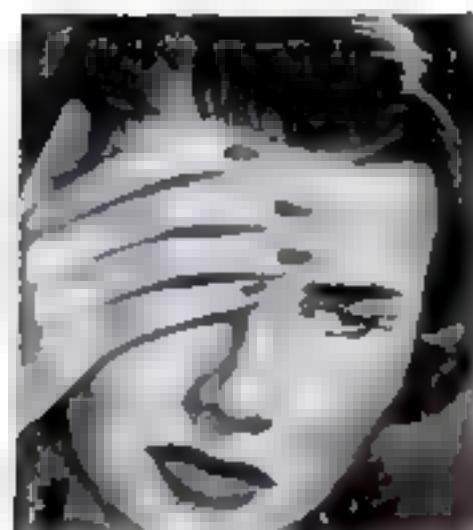
Bufferin

TRADE-MARK

Acts twice as fast as aspirin!



New, remarkable product for the relief of pain!



BECAUSE IT'S
ABSORBED
TWICE AS FAST INTO
THE BLOOD STREAM,
BUFFERIN GOES
TO WORK FASTER
TO RELIEVE PAIN!



Because it's antacid... Bufferin doesn't disagree with you!

Offers far faster relief to sufferers from simple headaches, aches and pains of colds, neuralgia, women's periodic headaches, minor muscular aches and pains.

AFTER 4 YEARS of research, a remarkable new product—BUFFERIN—has been developed for the relief of pain.

A BUFFERIN tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But, what's important, BUFFERIN is absorbed into the blood stream **TWICE AS FAST**—on the average—as aspirin. It goes to work **TWICE AS FAST** in your body to relieve pain.

Many people—because of experience or their doctor's advice—always take an antacid when they take aspirin. With BUFFERIN this is *not* necessary because BUFFERIN is antacid. The antacids in BUFFERIN actually *protect* your stomach from aspirin irritation. For example...

In a recent dramatic clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of BUFFERIN. The astonishing result: Only one

of the 200 had even mild distress! Your doctor has full medical details about BUFFERIN and its remarkable antacid qualities. Ask him!

For faster pain relief next time, ask your druggist for BUFFERIN—the modern pain-relieving remedy that acts twice as fast as aspirin. Available in handy 12-tablet, pocket-size package—or economical 36 and 100-tablet packages for home use.



Acts twice as fast as aspirin!

BUFFERIN IS A BRISTOL-MYERS TRADE-MARK



An instant success!

● It's the instant coffee America has been waiting for! You make it right in the cup . . . exactly the strength you like best—just the amount you want.

And there's no pot to wash . . . no messy grounds to get rid of . . . and no waiting! You make it fast! You make it fresh! . . . What a joy to save money on every cup—costs about a penny and there's no waste. Compare it for quality with any coffee made any way. Get your jar of Instant Chase & Sanborn today!



Read the formula printed on the jar: "Pure soluble coffee with dextrin, maltose and dextrose added to protect the fresh coffee flavor."

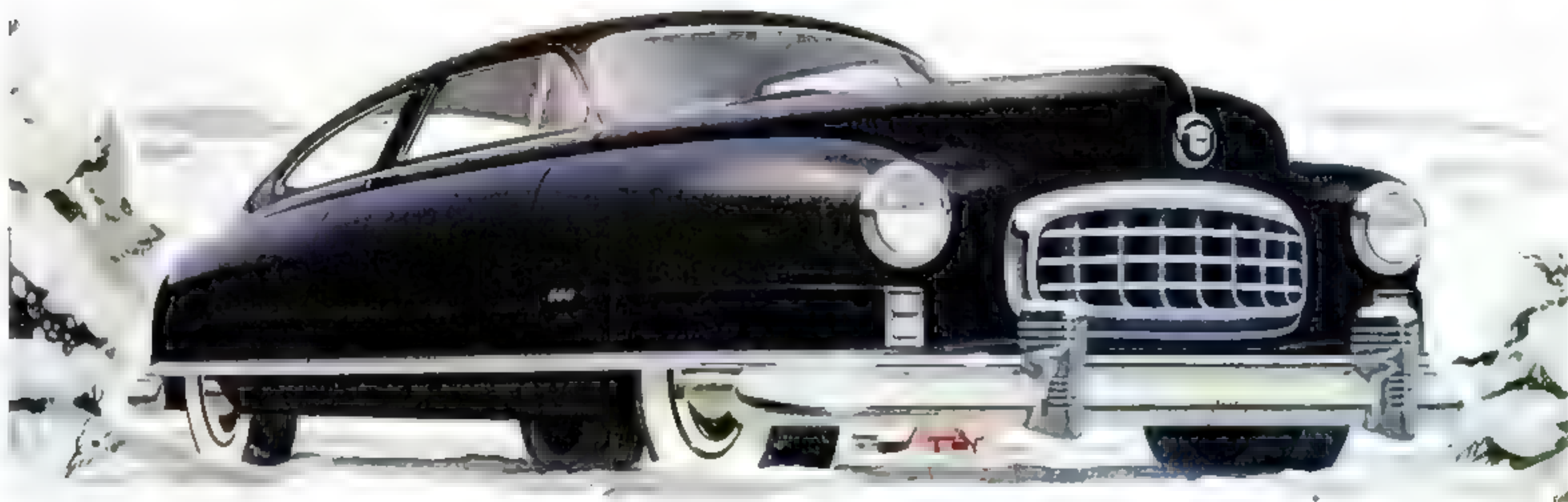
Chase & Sanborn Instant Coffee Product



CASEY AT THE CHART

That major-league baseball is a big business is vividly illustrated by the picture above. The thoughtful executive in the chalk-stripe suit is Casey Stengel, new manager of the New York Yankees, who is seated before a wall-size blackboard in the Fifth Avenue headquarters of baseball's most successful business enterprise. Listed there are the rosters of all 20 minor-league clubs in the Yankee farm system, and the 1948 records of all 500 players (except first-year men, identified by asterisks) are on the clipboards at Stengel's feet. But few if any of these names will appear in 1949 Yankee box scores. Stengel said last week he expected to win the pennant with approximately the same lineup that finished third in 1948.

MORE THAN 25 MILES



TO THE GALLON

AT AVERAGE
HIGHWAY SPEED!

Let's say that again—

More than 25 miles to a gallon . . . more than 500 miles to a tankful of gas . . . at average highway speed.

Not for a small car, but for this big, big beauty of the year—the Nash "600" Airflyte.

Look at it!

One clean sweep of perfect aerodynamic design, with racing lines unmarred by fender openings. Sweet and low . . . a massive 6½ feet wide . . . shoulder-high.

Inside, you never saw such room! A new Super-Lounge interior, so spacious you can have Twin beds for daytime napping or all-night sleeping.

And wait until you drive it. It's the world's first car with Uniflo-Jet Carburetion . . . smooth as a dream.

The first car with Cockpit Control and the Uniscope.

The first car with husky Girder-built Unitized body-and-frame . . . one solid, welded unit.

With coil springing on all four wheels . . . and new wonders of Nash Weather Eye Conditioned Air.

Give your tired eyes a treat. See the greatest thing that's ever happened to automobiles—the New Nash Airflyte!

Two Series for 1949, the Nash "600" and Nash Ambassador.

Nash
Airflyte

GREAT CARS SINCE 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan



THE WAR MEMOIRS OF WINSTON CHURCHILL

THEIR FINEST HOUR: PART II

The miracle of Dunkirk . . . The Mosquito Armada . . . Mussolini strikes . . . The Germans enter Paris . . . A disappointing telegram from the President . . . The French agony

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ACCURATE and excellent accounts have been written of the evacuation of the British and French armies from Dunkirk. Ever since May 20, 1940, the gathering of shipping and small craft had been proceeding under the control of Admiral Ramsay, who commanded at Dover. On the evening of the 26th (6.57 p.m.) an Admiralty signal put "Operation Dynamo" into play, and the first troops were brought home that night. After the loss of Boulogne and Calais only the remains of the port of Dunkirk and the open beaches next to the Belgian frontier were in our hands.

The Admiralty did not hesitate to give full rein to the spontaneous movement which swept the seafaring population of our south and south-eastern shores. Everyone who had a boat of any kind, steam or sail, put out for Dunkirk, and the preparations, fortunately begun a week earlier, were now aided by the brilliant improvisation of volunteers on an amazing scale. The numbers arriving on the 29th were small, but they were the forerunners of nearly 400 small craft which from the 31st were destined to play a vital part by ferrying from the beaches to the off-lying ships almost a hundred thousand men. In these days I missed the head of my Admiralty Map-room, Captain Pim, and one or two other familiar faces. They had got hold of a Dutch boat which in four days brought off eight hundred soldiers. Altogether there came to the rescue of the Army under the ceaseless air bombardment of the enemy about 850 vessels, of which



REVENGE FOR 1918

Hitler and his commanders brooded over the inscription on Compiègne memorial (*above and opposite*) before German armistice terms were handed to the French on June 21, 1940.

nearly 700 were British and the rest Allied.

Meanwhile ashore around Dunkirk the occupation of the perimeter was effected with precision. The troops arrived out of chaos and were formed in order along the defences, which even in two days had grown. On the beaches among the sand dunes, for three, four or five days scores of thousands of men dwelt under unrelenting air attack. Hitler's belief that the German Air Force would render escape impossible, and that therefore he should keep his armoured formations for the final stroke of the campaign, was a mistaken but not unreasonable view.

Three factors falsified his expectations. First, the incessant air-bombing of the masses of troops along the seashore did them very little harm. The bombs plunged

into the soft sand, which muffled their explosions.

The second factor which Hitler had not foreseen was the slaughter of his airmen. British and German air quality was put directly to the test. By intense effort Fighter Command maintained successive patrols over the scene, and fought the enemy at long odds. Day after day this went on, till the glorious victory of the Royal Air Force was gained. Wherever German aircraft were encountered, sometimes in forties and fifties, they were instantly attacked, often by single squadrons or less, and shot down in scores, which presently added up into hundreds. The whole Metropolitan Air Force, our last sacred reserve, was used. Sometimes the fighter pilots made four

CONTINUED ON NEXT PAGE

← TWO ARMISTICE CEREMONIES have been held in this clearing in the forest of Compiègne, northeast of Paris. In 1918 Marshal Foch presented the Allies' terms to the delegation of defeated Germany. The ceremony was held in a railway car parked on a siding. In 1940 Hitler had the

revengeful satisfaction of handing terms to the French in the same place and in the same car. The French inscription on the granite reads: "Here on the eleventh of November 1918 succumbed the criminal pride of the German Empire vanquished by the free peoples which it tried to enslave."

sorties a day. Unhappily, the troops on the beaches saw very little of this epic conflict in the air, often miles away or above the clouds. There was even a bitter anger in the Army against the Air Force, and some of the troops landing at Dover or at Thames ports in their ignorance insulted men in Air Force uniform. They should have clasped their hands; but how could they know? In Parliament I took pains to spread the truth.

But all the aid of the sand and all the prowess in the air would have been vain without the sea. The instructions given ten or twelve days before had under the pressure and emotion of events borne amazing fruit. Perfect discipline prevailed ashore and afloat. The sea was calm. To and fro between the shore and the ships plied the little boats, gathering the men from the beaches as they waded out or picking them from the water, with total indifference to the air bombardment, which often claimed its victims. Their numbers alone defied air attack. The Mosquito Armada as a whole was unsinkable. In the midst of our defeat glory came to the Island people, united and unconquerable; and the tale of the Dunkirk beaches will shine in whatever records are preserved of our affairs.

A precedent for MacArthur

KNOWING well the character of Lord Gort, I wrote out in my own hand the following order to him, which was sent officially by the War Office at 2 p.m. on the 30th: "Continue to defend the present perimeter to the utmost in order to cover maximum evacuation now proceeding well. Report every three hours through La Panne. If we can still communicate we shall send you an order to return to England with such officers as you may choose at the moment when we deem your command so reduced that it can be handed over to a Corps Commander. You should now nominate this commander. If communications are broken you are to hand over and return as specified when your effective fighting force does not exceed the equivalent of three divisions. This is in accordance with correct military procedure, and no personal discretion is left you in the matter. On political grounds it would be a needless triumph to the enemy to capture you when only a small force remained under your orders. . . ."

It is possible that this last message influenced other great events and the fortunes of another valiant Commander. When I was at the White House at the end of December, 1941, I learned from the President and Mr. Stimson of the approaching fate of General MacArthur and the American garrison at Corregidor. I thought it right to show them the way in which we had dealt with the position of a Commander-in-Chief whose force was reduced to a small fraction of his original command. The President and Mr. Stimson both read the telegram with profound attention, and I was struck by the impression it seemed to make upon them. A little later in the day Mr. Stimson came back and asked for a copy of it, which I immediately gave him. It may be (for I do not know) that this influenced them in the right decision which they took in ordering General MacArthur to hand over his command to one of his subordinate generals, and thus saved for all his future glorious services the great Commander who would otherwise have perished or passed the war as a Japanese captive. I should like to think this was true.

To avoid misunderstandings by keeping personal contact it was necessary for me to fly to Paris on May 31 for a meeting of the Supreme War Council. With me in the plane came Mr. Attlee and Generals Dill and Ismay.

This time we did not go to the Quai d'Orsay, but to M. Reynaud's room at the War Office in the Rue Saint-Dominique. Attlee and I found Reynaud and Marshal Pétain opposite to us as the only French Ministers. This was the first appearance of Pétain, now Vice President of the Council, at any of our meetings.

The French seemed to have no more idea of what was happening to the Northern Armies than we had about the main French front. When I told them that 165,000 men, of whom 15,000 were French, had been taken off they were astonished.

After we rose from the table some of the principals talked together in the bay window in a somewhat different atmosphere. Marshal

Pétain's attitude, detached and sombre, gave me the feeling that he would face a separate peace. The influence of his personality, his reputation, his serene acceptance of the march of adverse events, apart from any words he used, was almost overpowering to those under his spell. I sang my usual song: we would fight on whatever happened or whoever fell out.

MAY 31 and June 1 saw the climax though not the end at Dunkirk. On these two days over 132,000 men were safely landed in England, nearly one-third of them having been brought from the beaches in small craft under fierce air attack and shell fire.

The final phase was carried through with much skill and precision. For the first time it became possible to plan ahead instead of being forced to rely on hourly improvisations. At dawn on June 2 about 4,000 British with seven anti-aircraft guns and twelve anti-tank guns remained on the outskirts of Dunkirk with the still con-



A FRENCHMAN WEPT

This famous picture conveyed to the whole world the agony of France's collapse. In it a civilian watches a military parade in which the banners of French regiments beaten in the Battle of France were carried to the docks of Marseille. From there they were shipped to Algiers in French North Africa for safekeeping.

siderable French forces holding the contracting perimeter. Evacuation was now possible only in darkness, and Admiral Ramsay determined to make a massed descent on the harbour that night with all his available resources. Before midnight the British rearguard was embarked.

This was not however the end of the Dunkirk story. We had been prepared to carry considerably greater numbers of French that night than had offered themselves. The result was that when our ships, many of them still empty, had to withdraw at dawn, great numbers of French troops, many still in contact with the enemy, remained ashore. One more effort had to be made. Despite the exhaustion of ships' companies after so many days without rest or respite, the call was answered. On June 4, 26,175 Frenchmen were landed in England, over 21,000 of them in British ships.

Finally, at 2.23 p.m. that day the Admiralty, in agreement with the French, announced that "Operation Dynamo" was now completed.

Parliament assembled on June 4, and it was my duty to lay the story fully before them both in public and later in secret session. I ended in a passage which was to prove, as will be seen, a timely and important factor in United States decisions.

"Even though large tracts of Europe and many old and famous States have fallen or may fall into the grip of the Gestapo and all the

odious apparatus of Nazi rule, we shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air; we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing-grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender; and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old."

AT the Supreme War Council in Paris on May 31, it was agreed that the Allies should undertake offensive operations against selected objectives in Italy at the earliest possible moment. Our preparations to meet the new assault and complication were



THE FÜHRER DANCED

By June 17, 1940 Adolf Hitler was convinced that he had won the war. France had asked for an armistice. It seemed unlikely that Great Britain could fight on alone against him. In the garden of his headquarters "on the Western Front" (above) the usually solemn Führer let go with a jig to celebrate his victories.

well advanced when the moment came. On June 10 at 4.45 p.m. the Italian Minister for Foreign Affairs informed the British Ambassador that Italy would consider herself at war with the United Kingdom from midnight. A similar communication was made to the French Government. It was, as Ciano is said to have apologetically remarked later on, "A chance which comes only once in five thousand years." Such chances, though rare, are not necessarily good.

The French could only muster three divisions, with fortress troops equivalent to three more, to meet invasion over the Alpine passes and along the Riviera coast by the western group of Italian armies. These comprised thirty-two divisions under Prince Umberto. Nevertheless the Italians were still confronted, and even pinned down, at every point on the new front by the French Alpine units, even after Paris had fallen and Lyons was in German hands. A new Italian offensive was therefore launched on June 21. But although the French army on the south-eastern borders saved its honour, the German march to the south behind them made further fighting impossible, and the conclusion of the armistice with Germany was linked with a French request to Italy for the cessation of hostilities.

My account of this Italian tragedy may fittingly be closed here by the letter which the unlucky Ciano wrote me shortly before his execution at the orders of his father-in-law.

"Signor Churchill.

Verona, December 23, 1943.

"You will not be surprised that as I approach the hour of my death I should turn to you whom I profoundly admire as the champion of a crusade, though you did at one time make an unjust statement against me.

"I was never Mussolini's accomplice in that crime against our country and humanity, that of fighting side by side with the Germans. Indeed the opposite is the truth, and if last August I vanished from Rome it was because the Germans had convinced me that my children were in imminent danger. After they had pledged themselves to take me to Spain, they deported me and my family, against my will, to Bavaria. Now, I have been nearly three months in the prisons of Verona, abandoned to the barbarous treatment of the S.S. My end is near, and I have been told that in a few days my death will be decided, which to me will be no more nor less [than] a release from this daily martyrdom. And I prefer death to witnessing the shame and irreparable damage of an Italy which has been under Hun domination.

"The crime which I am now about to expiate is that of having witnessed and been disgusted by the cold, cruel and cynical preparation for this war by Hitler and the Germans. I was the only foreigner to see at close quarters this loathsome clique of bandits preparing to plunge the world into a bloody war. Now, in accordance with gangster rule, they are planning to suppress a dangerous witness. But they have miscalculated, for already a long time ago I put a diary of mine and various documents in a safe place, which will prove, more than I myself could, the crimes committed by those people with whom later that tragic and vile puppet Mussolini associated himself through his vanity and disregard of moral values.

"I have made arrangements that as soon as possible after my death these documents, of the existence of which Sir Percy Loraine was aware at the time of his Mission in Rome, should be put at the disposal of the Allied Press.

"Perhaps what I am offering you to-day is but little, but that and my life are all I can offer to the cause of liberty and justice, in the triumph of which I fanatically believe.

"This testimony of mine should be brought to light so that the world may know, may hate and may remember, and that those who will have to judge the future should not be ignorant of the fact that the misfortune of Italy was not the fault of her people, but due to the shameful behaviour of one man.

"Yours sincerely,
"G. CIANO."

THE collapse of France and the destruction of the French Armies and of all counter-poise in the West ought to have produced some reaction in Stalin's mind, but nothing seemed to warn the Soviet leaders of the gravity of their own peril. On June 18, when the French defeat was total, Schulenburg reported, "Molotov summoned me this evening to his office and expressed the warmest congratulations of the Soviet Government on the splendid success of the German Armed Forces." This was almost exactly a year from the date when these same Armed Forces, taking the Soviet Government by complete surprise, fell upon Russia in cataracts of fire and steel. We now know that only four months later in 1940 Hitler definitely decided upon a war of extermination against the Soviets, and began the long, vast, stealthy movement of these much-congratulated German armies to the East. No recollection of their miscalculation and former conduct ever prevented the Soviet Government and its Communist agents and associates all over the world from screaming for a Second Front, in which Britain, whom they had consigned to ruin and servitude, was to play a leading part.

WHEN it was known how many men had been rescued from Dunkirk, a sense of deliverance spread in the Island and throughout the Empire. The safe homecoming of a quarter of a million men, the flower of our Army, was a milestone in our pilgrimage through years of defeat.

There was of course a darker side to Dunkirk. We had lost the whole equipment of the Army to which all the first fruits of our fac-

tories had hitherto been given. However, across the Atlantic in the United States strong emotions were already stirring in the breasts of its leading men. As early as June 1 the President sent out orders to the War and Navy Departments to report what weapons they could spare for Britain and France. At the head of the American Army as Chief of Staff was General Marshall, not only a soldier of proved quality, but a man of commanding vision. He instantly directed his Chief of Ordnance and his Assistant Chief of Staff to survey the entire list of American reserve ordnance and munitions stocks. In forty-eight hours the answers were given, and on June 3 Marshall approved the lists. The first list comprised half a million .30 calibre rifles out of two million manufactured in 1917 and 1918 and stored in grease for more than twenty years. For these there were about 250 cartridges apiece. There were 900 "soixante-quinze" field guns with a million rounds, 80,000 machine-guns, and various other items. On June 3 all the American Army depots and arsenals started packing the material for shipment.

By these extraordinary measures the United States left themselves with the equipment for only 1,800,000 men, the minimum figure stipulated by the American Army's mobilisation plan. All this reads easily now, but at that time it was a supreme act of faith and leadership for the United States to deprive themselves of this very considerable mass of arms for the sake of a country which many deemed already beaten. They never had need to repent of it.

THE month of June was particularly trying to all of us, because of the dual and opposite stresses to which in our naked condition we were subjected by our duty to France on the one hand and the need to create an effective army at home and to fortify the Island on the other. From the beginning I kept in the closest contact with my old friends now at the head of the Governments of Canada and South Africa.

June 5, 1940

Prime Minister to Mr. Mackenzie King.

"... We must be careful not to let Americans view too complacently prospect of a British collapse, out of which they would get the British Fleet and the guardianship of the British Empire, minus Great Britain. If United States were in the war and England [were] conquered locally, it would be natural that events should follow the above course. But if America continued neutral, and we were overpowered, I cannot tell what policy might be adopted by a pro-German administration such as would undoubtedly be set up. . . ."

June 9, 1940

Prime Minister to General Smuts.

"... I see only one sure way through now, to wit, that Hitler should attack this country, and in so doing break his air weapon. If this happens he will be left to face the winter with Europe writhing under his heel, and probably with the United States against him after the presidential election is over. . . ."

ABOUT 11 o'clock the morning of the 11th there was a message from Reynaud, who had also cabled to the President. The French tragedy had moved and slid downward. For several days past I had pressed for a meeting of the Supreme Council. We could no longer meet in Paris. We were not told what were the conditions there. Certainly the German spearheads were very close. I had had some difficulty in obtaining a rendezvous, but this was no time to stand on ceremony. We must know what the French were going to do. Reynaud now told me that he could receive us at Briare,

near Orléans. Nothing loth, I ordered the Flamingo to be ready at Hendon after luncheon, and having obtained the approval of my colleagues at the morning Cabinet, we started about two o'clock.

This was my fourth journey to France. As before, the Flamingo had an escort of twelve Hurricanes. After a couple of hours we alighted at a small landing-ground. There were a few Frenchmen about, and soon a Colonel arrived in a motor-car. I displayed the smiling countenance and confident air which are thought suitable when things are very bad, but the Frenchman was dull and unresponsive. After an interval we were conducted to the château, where we found M. Reynaud, Marshal Pétain, General Weygand, the Air General Vuillemin, and some others, including the relatively junior General de Gaulle, who had just been appointed Under-Secretary for National Defence. Hard by on the railway was the Headquarters train, in which some of our party were accommodated. The château

possessed but one telephone, in the lavatory. It was kept very busy, with long delays and endless shouted repetitions.

At 7 o'clock we entered into conference. There were no reproaches or recriminations. We were all up against brute facts. In effect, the discussion ran on the following lines: I urged the French Government to defend Paris. I emphasised the enormous absorbing power of the house-to-house defence of a great city upon an invading army. I recalled to Marshal Pétain the nights we had spent together in his train at Beauvais after the British Fifth Army disaster in 1918, and how he, as I put it, not mentioning Marshal Foch, had restored the situation. I also reminded him how Clemenceau had said: "I will fight in front of Paris, in Paris, and behind Paris." The Marshal replied very quietly and with dignity that in those days he had a mass of manoeuvre of up-

wards of sixty divisions; now there was none. He mentioned that there were then sixty British divisions in the line. Making Paris into a ruin would not affect the final event.

Then General Weygand exposed the military position, so far as he knew it, in the fluid battle proceeding fifty or sixty miles away, and he paid a high tribute to the prowess of the French Army. He requested that every reinforcement should be sent—above all, that every British fighter air-squadron should immediately be thrown into the battle. "Here," he said, "is the decisive point. Now is the decisive moment. It is therefore wrong to keep any squadrons back in England." But in accordance with the Cabinet decision, taken in the presence of Air Marshal Dowding, whom I had brought specially to a Cabinet meeting, I replied: "This is not the decisive point and this is not the decisive moment. That moment will come when Hitler hurls his Luftwaffe against Great Britain. If we can keep command of the air, and if we can keep the seas open, as we certainly shall keep them open, we will win it all back for you." Twenty-five fighter squadrons must be maintained at all costs for the defence of Britain and the Channel and nothing would make us give up these. We intended to continue the war whatever happened, and we believed we could do so for an indefinite time, but to give up these squadrons would destroy our chance of life.

At one point General Weygand mentioned that the French might



RIFLES AGAINST PLANES

Troops rescued from Dunkirk, where men fired rifles at planes (above), were sent home or to rest camps. Some men, however, nonchalantly visited restaurants in London only a few hours after they disembarked, saying little of the hell they had been through.

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PICTURES NEXT 4 PAGES



"DUNKIRK BEACHES," painted by Richard Eurich, shows men firing hopelessly with rifles at strafing German planes, cowering in improvised

shelters dug in sand, dying amid bursting bombs. At right, straggling lines waded out into the surf, awaiting evacuation to England, only 45 miles away.

THE MIRACLE OF DUNKIRK

In June 1940 the name of Dunkirk haunted the world. A sweeping German pincers movement, bursting through collapsing France and Belgium, had caught and pinned virtually all the British Expeditionary Force against the sea. On Dunkirk's broad beaches men as well as equipment seemed doomed beneath a rain of German fire and bombs. Rescue operations began immediately although Mr. Churchill himself dared not hope that more than a fraction of the army

could be saved. But from England there put out a motley fleet of warships, tugs, yachts, small craft of every kind and, in 10 days, they carried more than 338,000 British and French soldiers back to England. The miraculous evacuation recalled another time when a British army had been swept to the sea at Corunna in Spain, 131 years before. Then, in January 1809, a British transport fleet had snatched some 14,000 of Sir John Moore's troops from the forces of Napoleon.

ANOTHER DUNKIRK was the evacuation from Corunna in Spain during Peninsular War, an attempt to dislodge Napoleon from Portugal and

Spain. This old print, sketched on scene, shows British transports in Corunna harbor, a relatively peaceful sight in days before aircraft and high explosives.





"WITHDRAWAL FROM DUNKIRK," another view by Richard Eurich, shows extraordinary variety of craft participating in the evacuation.

At East Jetty, stretching from Dunkirk harbor across center, destroyer is tied up; in right foreground another sweeps out to sea. Ancient naval side-



wheel tug churns into motion just ahead of a fishing boat in foreground. Of scores of small boats involved many had never been in open water before.

Above the whole scene looms a pall of smoke from burning oil tanks, a beacon of the rescue which Mr. Churchill called "a miracle of deliverance."



THE CABINET ROOM is 10 Downing Street's most historic chamber, where the Cabinet has been wont to meet since Gladstone's day. Above the marble fireplace hangs a portrait of Sir Robert Walpole, the first man to

occupy the house as prime minister. The two windows beyond look out on garden where Mr. Churchill liked to receive visitors on fine days. At Cabinet meetings he presided from chair in center, directly before fireplace.

CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 42

have to ask for an armistice. Reynaud at once snapped at him: "That is a political affair." According to Ismay I said: "If it is thought best for France in her agony that her Army should capitulate, let there be no hesitation on our account, because whatever you may do we shall fight on for ever and ever and ever." When I said that the French Army, fighting on, wherever it might be, could hold out against a hundred German divisions, General Weygand replied: "Even if that were so, they would still have another hundred to invade and conquer you. What would you do then?" On this I said that I was not a military expert, but that my technical advisers were of opinion that the best method of dealing with a German invasion of the Island of Britain was to drown as many as possible on the way over and knock the others on the head as they crawled ashore. Weygand answered with a sad smile: "At any rate I must admit you have a very good anti-tank obstacle."

In all this miserable discussion it must be borne in mind that I was haunted and undermined by the grief I felt that Britain, with her 46,000,000 population, had not been able to make a greater con-

tribution to the land war against Germany, and that so far nine-tenths of the slaughter and ninety-nine-hundredths of the suffering had fallen upon France and upon France alone. I have written lightly of the happenings of these days, but here to all of us was real agony of mind and soul.

AT about ten o'clock everyone took his place at the dinner. I sat on M. Reynaud's right and General de Gaulle was on my other side. Presently, when we left the dinner table and sat with some coffee and brandy, M. Reynaud told me that Marshal Pétain had informed him that it would be necessary for France to seek an armistice, and that he had written a paper upon the subject which he wished him to read. "He has not," said Reynaud, "handed it to me yet. He is still ashamed to do it." He ought also to have been ashamed to support even tacitly Weygand's demand for our last twenty-five squadrons of fighters, when he had made up his mind that all was lost and that France should give in. Thus we all went unhappily to bed in this disordered château or in the military train a few miles away.

Early in the morning we resumed our conference. We then took leave of Pétain, Weygand and the staff of G.Q.G., and this was the last we saw of them. I took Admiral Darlan apart and spoke to him alone. "Darlan, you must never let them get the French Fleet." He promised solemnly that he would never do so.

CONTINUED ON NEXT PAGE

PRIME MINISTER'S RESIDENCE

No. 10 Downing Street, the British prime minister's official residence, dates from the 17th Century. When it was remodeled in 1846 it was joined with the houses at 11 and 12 Downing St., which are occupied

by the chancellor of the exchequer and the chief whip in the House of Commons. The cutaway drawing below shows side and rear views of the structure; a corner of Downing Street is visible at left center.



- 1 OFFICIAL DINING ROOM
- 2 BREAKFAST ROOM
- 3 CUPBOARD
- 4 OFFICIAL DRAWING ROOM
- 5 SMALL DRAWING ROOM

- 6 BOUDOIR
- 7 CHANCELLOR'S DRAWING ROOM
- 8 HOUSEKEEPER'S OFFICE
- 9 KITCHEN
- 10 CLERICAL OFFICES

- 11 SECRETARIES' OFFICES
- 12 PRIVATE SECRETARY'S OFFICE
- 13 CABINET ROOM
- 14 CHANCELLOR OF EXCHEQUER'S OFFICE
- 15 CHIEF WHIP'S OFFICE

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CHURCHILL'S MEMOIRS CONTINUED

The morning was cloudy, thus making it impossible for the twelve Hurricanes to escort us. We had to choose between waiting till it cleared up or taking a chance in the Flamingo. We were assured that it would be cloudy all the way. It was urgently necessary to get back home. Accordingly we started alone, calling for an escort to meet us, if possible, over the Channel. As we approached the coast the skies cleared and presently became cloudless. Eight thousand feet below us on our right hand was Havre, burning. Presently I noticed some consultations going on with the captain, and immediately after we dived to a hundred feet or so above the calm sea, where aeroplanes are often invisible. What had happened? I learned later that they had seen two German aircraft below us firing at fishing-boats. We were lucky that their pilots did not look upwards.

ON June 13 I made my last visit to France for four years almost to a day. The French Government had now withdrawn to Tours, and tension had mounted steadily. Arrived over Tours, we found the airport had been heavily bombed the night before, but we and all our escort landed smoothly in



PARIS, MAY 31, 1940

On May 31, 1940 Prime Minister Winston Churchill, accompanied by Clement Attlee, made his third trip to see Premier Reynaud (right) in Paris. Fourteen days later the Germans entered the city. Mr. Churchill did not see Paris again for four years (opposite).

spite of the craters. Immediately one sensed the increasing degeneration of affairs. No one came to meet us or seemed to expect us. We borrowed a service car from the Station Commander and motored into the city, making for the Prefecture, where it was said the French Government had their headquarters. No one of consequence was there, but Reynaud was reported to be motoring in from the country, and Mandel was also to arrive soon.

It being already nearly 2 o'clock, I insisted upon luncheon, and after some parleyings we drove through streets crowded with refugees' cars, most of them with a mattress on top and crammed with luggage. We found a café which was closed but after explanations we obtained a meal.

We then returned to the Prefecture, where Mandel, Minister of the Interior, awaited us. This faithful former secretary of Clemenceau, and a bearer forward of his life's message, seemed in the best of spirits. He had a telephone in each hand, through which he was constantly giving orders and decisions. His ideas were simple: fight on to the end in France, in order to cover the largest possible movement into Africa. This was the last time I saw this valiant Frenchman. The restored French Republic rightly shot to death the hirelings who murdered him. His memory is honoured by his countrymen and their Allies.

Presently M. Reynaud arrived. At first he seemed depressed

General Weygand had reported to him that the French armies were exhausted. The Generalissimo felt it was necessary to ask for an armistice while there were still enough French troops to keep order until peace could be made. Such was the military advice. He would send that day a further message to Mr. Roosevelt saying that the last hour had come and that the fate of the Allied cause lay in America's hand. Hence arose the alternative of armistice and peace. Would Great Britain realise the hard facts with which France was faced?

I thought the issue raised at this point was so serious that I asked to withdraw with my colleagues before answering it. So Lords Halifax and Beaverbrook and the rest of our party went out into a dripping but sunlit garden and talked things over for half an hour. On our return I re-stated our position. We could not agree to a separate peace however it might come. Our war aim remained the total defeat of Hitler, and we felt that we could still bring this about. We were therefore not in a position to release France from her obligation. Whatever happened, we would level no reproaches against France; but that was a different matter from consenting to release her from her pledge. I urged that the French should



PARIS, NOV. 11, 1944

On Nov. 11, 1944 Winston Churchill, wearing RAF uniform, was back in Paris. General de Gaulle, as head of the French government, welcomed him. Four years earlier De Gaulle had been a minor actor in the drama Mr. Churchill recounts in his memoirs.

now send a new appeal to President Roosevelt, which we would support from London. M. Reynaud agreed to do this, and promised that the French would hold on until the result of his final appeal was known.

Before leaving I made one particular request to M. Reynaud. Over 400 German pilots, the bulk of whom had been shot down by the R.A.F., were prisoners in France. Having regard to the situation, they should be handed over to our custody. M. Reynaud willingly gave this promise, but soon he had no power to keep it. These German pilots all became available for the Battle of Britain, and we had to shoot them down a second time.

At the end of our talk M. Reynaud took us into the adjoining room, where MM. Herriot and Jeanneney, the Presidents of the Chamber and Senate respectively, were seated. Both these French patriots spoke with passionate emotion about fighting on to the death. As we went down the crowded passage into the courtyard I saw General de Gaulle standing stolid and expressionless at the doorway. Greeting him, I said in a low tone, in French: "*L'homme du destin* [the man of destiny]." He remained impassive.

At 10.15 p.m. I made my new report to the Cabinet. My account was endorsed by my two companions. While we were still

CONTINUED ON NEXT PAGE



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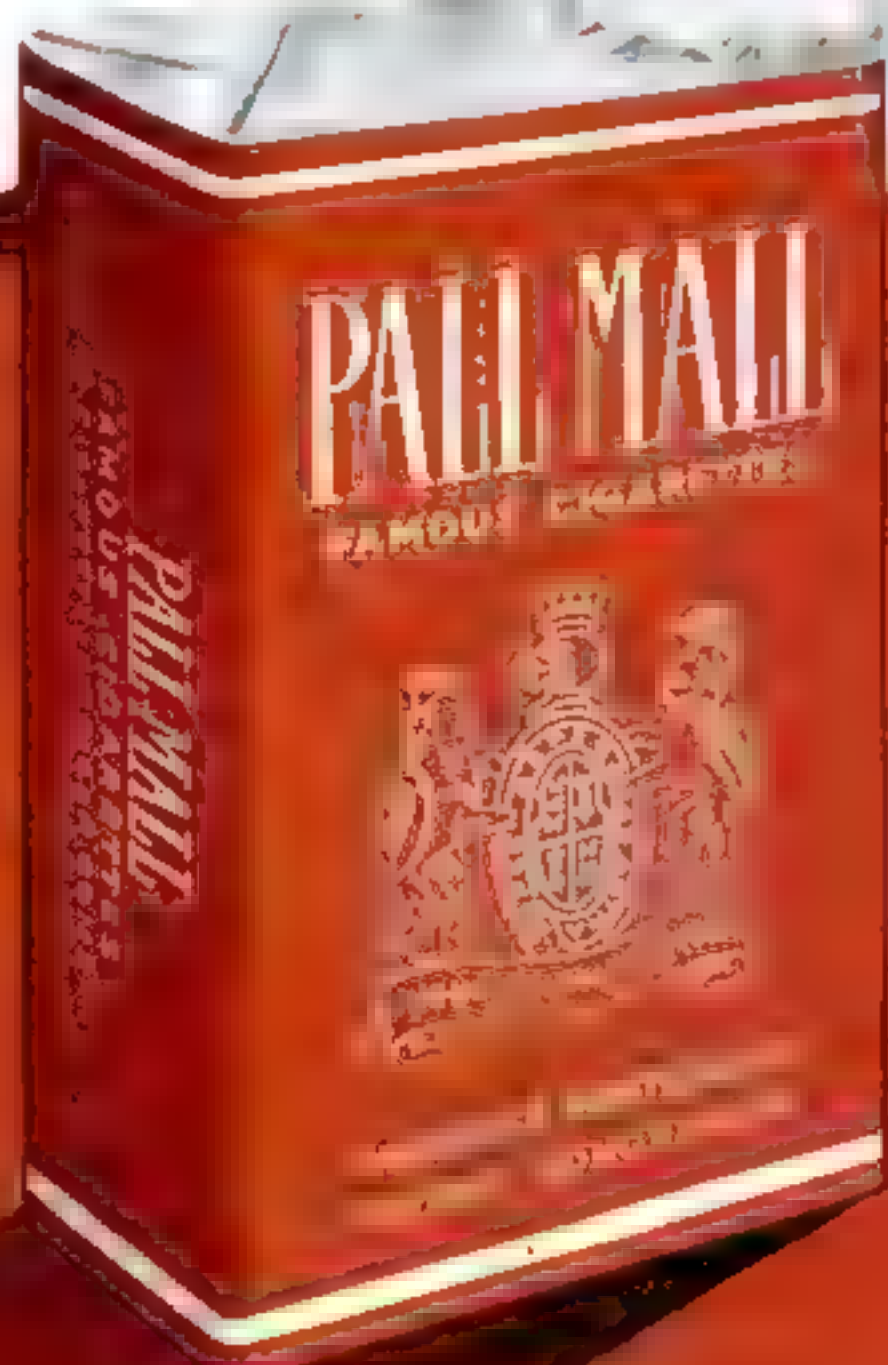


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CHURCHILL'S MEMOIRS CONTINUED

sitting Ambassador Kennedy arrived with President Roosevelt's reply to Reynaud's appeal of June 10.

June 13, 1940

President Roosevelt to M. Reynaud.

"Your message of June 10 has moved me very deeply. As I have already stated to you and to Mr. Churchill, this Government is doing everything in its power to make available to the Allied Governments the material they so urgently require, and our efforts to do still more are being redoubled. . . .

"I am, personally, particularly impressed by your declaration that France will continue to fight on behalf of Democracy, even if it means slow withdrawal, even to North Africa and the Atlantic. . . .

"I am also greatly heartened by what Prime Minister Churchill said a few days ago about the continued resistance of the British



IN OCCUPIED FRANCE

After France withdrew from the war in June 1940, Nazi propagandists tried to persuade the French to forget their old hatred of the Germans. This picture was intended to show that even pretty French girls had no reason to fear Hitler's gentlemanly troops.

Empire, and that determination would seem to apply equally to the great French Empire all over the world. Naval power in world affairs still carries the lessons of history, as Admiral Darlan well knows."

We all thought the President had gone a very long way. I sent our thanks to the President immediately.

June 13, 1940

Former Naval Person to President Roosevelt.

"... Mr. President, I must tell you that it seems to me absolutely vital that this message should be published to-morrow, June 14, in order that it may play the decisive part in turning the course of world history. It will, I am sure, decide the French to deny Hitler a patched-up peace with France. . . ."

The next day arrived a telegram from the President explaining that he could not agree to the publication of his message to Reynaud. He himself, according to Mr. Kennedy, had wished to do so, but the State Department, while in full sympathy with him, saw the gravest dangers. . . . His message of the 14th was in no sense intended to commit and did not commit the Government of the United States to military participation. There was no authority under the American Constitution except Congress which could make any commitment of that nature.

This was a disappointing telegram.

Around our table we all fully understood the risks the President ran of being charged with exceeding his constitutional authority, and consequently of being defeated on this issue at the approaching election, on which our fate, and much more, depended. I was convinced that he would give up life itself, to say nothing of public office, for the cause of world freedom now in such awful peril. But what would have been the good of that?

Across the Atlantic I could feel his suffering. In the White House the torment was of a different character from that of Bordeaux or London. But the degree of personal stress was not unequal.

In my reply I tried to arm the President with some arguments which he could use to others about the danger to the United States if Europe fell and Britain failed. This was no matter of sentiment, but of life and death.

June 14-15, 1940

Former Naval Person to President Roosevelt.

"... A declaration that the United States will if necessary enter the war might save France. Failing that, in a few days French resistance may have crumpled and we shall be left alone.

"Although the present Government and I personally would never fail to send the Fleet across the Atlantic if resistance was beaten down here, a point may be reached in the struggle where the present Ministers no longer have control of affairs and when very easy terms could be obtained for the British Island by their becoming a vassal state of the Hitler Empire. A pro-German Government would certainly be called into being to make peace, and might present to a shattered or a starving nation an almost irresistible case for entire submission to the Nazi will. The fate of the British Fleet, as I have already mentioned to you, would be decisive on the future of the United States, because if it were joined to the Fleets of Japan, France and Italy and the great resources of German industry overwhelming sea power would be in Hitler's hands. . . . If we go down you may have a United States of Europe under the Nazi command far more numerous, far stronger, far better armed than the New World. . . ."

Meanwhile the situation on the French front went from bad to worse. The German operations north-west of Paris, in which our 51st Division had been lost, had brought the enemy, by June 9, to the lower reaches of the Seine and the Oise. The capital fell on the 14th; its defending armies, the Seventh and the Armée de Paris, were scattered; a great gap now separated the exiguous French and British forces in the west from the rest and the remains of the once proud Army of France.

And what of the Maginot Line, the shield of France, and its defenders? Until June 14 no direct attack was made, and already some of the active formations, leaving behind the garrison troops, had started to join, if they could, the fast-withdrawing armies of the centre. But it was too late. Two days later the German penetration to Besançon had cut off their retreat. More than four hundred thousand men were surrounded without hope of escape. Many encircled garrisons held out desperately; they refused to surrender until after the armistice, when French officers were dispatched to give them the order. The last forts obeyed on June 30, the commander protesting that his defences were still intact at every point.

Thus the vast disorganised battle drew to its conclusion all along the French front.

Weygand exceeds his authority

WE must now quit the field of military disaster for the convulsions in the French Cabinet and the personages who surrounded it at Bordeaux. M. Reynaud reached the new seat of government from Tours in the evening of the 14th. He received the British Ambassador about 9 o'clock. Sir Ronald Campbell informed him that His Majesty's Government intended to insist on the terms of the agreement of March 28, binding both parties not to make any terms with the enemy.

On the morning of the 15th Reynaud again received the Ambassador and told him that he had definitely decided to divide the Government in half and to establish a centre of authority beyond the sea. The Ministers having now all reached Bordeaux, the Council was summoned for the afternoon.

General Weygand had been for some days convinced that all further resistance was vain. He therefore wished to force the French Government to ask for an armistice while the French Army still retained enough discipline and strength to maintain internal order on the morrow of defeat. He had a profound, lifelong dislike of the Parliamentary régime of the Third Republic. As an ardently religious Catholic, he saw in the ruin which

CONTINUED ON NEXT PAGE



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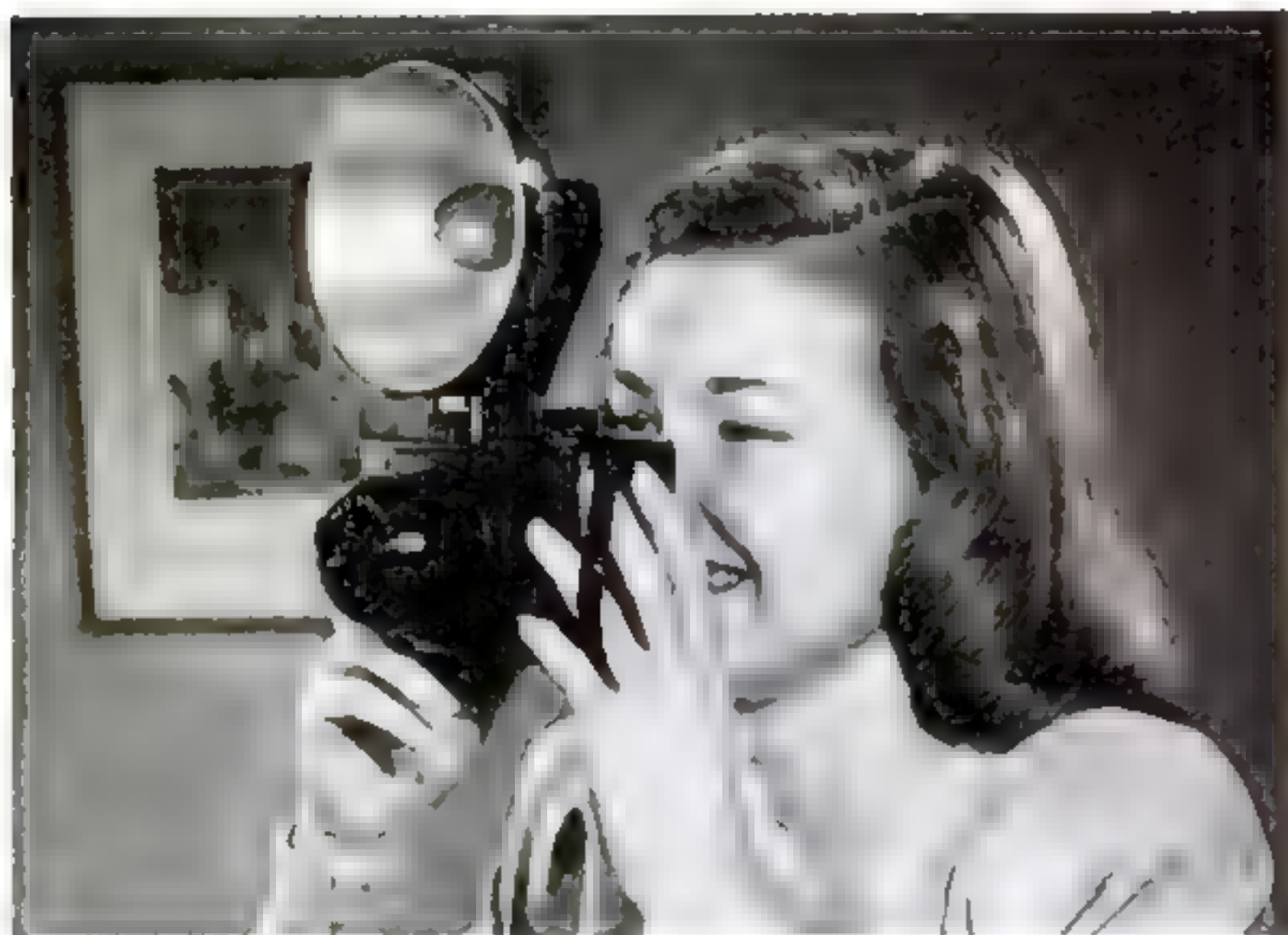
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CHURCHILL'S MEMOIRS CONTINUED

had overwhelmed his country the chastisement of God for its abandonment of the Christian faith. He therefore used the power of his supreme military position far beyond the limits which his professional responsibilities, great as they were, justified or required. He confronted the Prime Minister with declarations that the French armies could fight no more, and that it was time to stop a horrible and useless massacre before general anarchy supervened.

Paul Reynaud, on the other hand, realised that the battle in France was over, but still hoped to carry on the war from Africa and the French Empire and with the French Fleet. He sought a solution on the lines of the Dutch capitulation. This, while it left the Army, whose chiefs had refused to fight any longer, free to lay down its arms wherever it was in contact with the enemy, nevertheless preserved to the State its sovereign right to continue the struggle by all the means in its power.

This issue was fought out between the Premier and the Generalissimo at a stormy interview before the Council meeting. Reynaud offered Weygand written authority from the Government to order the "Cease Fire." Weygand refused with indignation the suggestion of a military surrender. "He would never accept the casting of this shame upon the banners of the French Army." In so acting General Weygand, though a sincere and unselfish man, behaved wrongly. He asserted the right of a soldier to dominate the duly-constituted Government of the Republic, and thus to bring the whole resistance not only of France but of her Empire to an end contrary to the decision of his political and lawful Chief.

Apart from these formalities and talk about the honour of the French Army there stood a practical point. An armistice formally entered into by the French Government would mean the end of the war for France. By negotiation part of the country might be left unoccupied and part of the Army free; whereas, if the war were continued from overseas, all who had not escaped from France would be controlled directly by the Germans, and millions of Frenchmen would be carried off to Germany as prisoners of war without the protection of any agreement. This was a substantial argument, but it belonged to the Government of the Republic and not to the Commander-in-Chief of the Army to decide upon it.

"An insidious proposal"

IN the discussions on the afternoon of the 15th, at which the President of the Republic was present, Reynaud, having explained the situation to his colleagues, appealed to Marshal Pétain to persuade General Weygand to the Cabinet view. He could not have chosen a worse envoy. The Marshal left the room. There was an interval. After a while he returned with Weygand, whose position he now supported. At this serious juncture M. Chautemps, an important Minister, slid in an insidious proposal which wore the aspect of a compromise and was attractive to the waverers. They should ask the Germans what the conditions of armistice would be, remaining entirely free to reject them.

It was not of course possible to embark on this slippery slope and stop. The mere announcement that the French Government were asking the Germans on what terms an armistice would be granted was sufficient in itself to destroy what remained of the morale of the French Army. How could the soldier be ordered to cast away his life in obdurate resistance after so fatal a signal had been given?

However, combined with the demonstration which they had witnessed from Pétain and Weygand, the Chautemps suggestion had a deadly effect on the majority. It was agreed to ask His Majesty's Government how they would view such a step, informing them at the same time that in no circumstances would the surrender of the Fleet be allowed. Reynaud now rose from the table and declared his intention to resign. But the President of the Republic restrained him, and declared that if Reynaud went he would go too. When the confused discussion was resumed no clear distinction was drawn between declining to surrender the French Fleet to the Germans and putting it out of German power by sailing it to ports outside France. It was agreed that the British

CONTINUED ON PAGE 53

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CHURCHILL'S MEMOIRS CONTINUED

Government should be asked to consent to the inquiry about the German terms. The message was immediately dispatched.

The next morning Reynaud received the British Ambassador again, and was told that the British would accept the French request on the condition that the French Fleet was placed beyond German power—in fact, that it should be directed to British ports. At 11 o'clock the distracted Council of Ministers met again, President Lebrun being present. The President of the Senate, M. Jeanneney, was brought in to endorse, both on his own behalf and on that of his colleague the President of the Chamber, M. Herriot, the proposal of the Premier to transfer the Government to North Africa. Up rose Marshal Pétain and read a letter, which it is believed had been written for him by another hand, resigning from the Cabinet. Having finished his speech, he prepared to leave the room. He was persuaded by the President of the Republic to remain on the condition that an answer would be given to him during the day.

In these days the British War Cabinet were in a state of unusual emotion. The fall and the fate of France dominated their



ILLINGWORTH © PUNCH

"THE HOUR OF THE HYENA"

This cartoon appeared in *Punch* after Mussolini belatedly invaded an already beaten France. In his memoirs Mr. Churchill recalls how he listened to Roosevelt speaking about Mussolini's entry into the war ("... The hand that held the dagger has struck it into the back of its neighbor") with "a deep growl of satisfaction."

minds. Grief for our ally in her agony, and desire to do anything in human power to aid her, was the prevailing mood. There was also the overpowering importance of making sure of the French Fleet. It was in this spirit that a proposal for "an indissoluble union" between France and Britain was conceived.

I was not the prime mover. I first heard of a definite plan at a luncheon at the Carlton Club on the 15th, at which were present Lord Halifax, M. Corbin, Sir Robert Vansittart, and one or two others. On the 14th Vansittart and Desmond Morton had met M. Monnet and M. Pleven (members of the French economic mission in London), and been joined by General de Gaulle, who had flown over to make arrangements for shipping to carry the French Government and as many French troops as possible to Africa. These gentlemen had evolved the outline of a declaration for a Franco-British Union with the object, apart from its general merits, of giving M. Reynaud some new fact of a vivid and stimulating nature with which to carry a majority of his Cabinet into

CONTINUED ON NEXT PAGE

METROPOLITAN OPERA STAR RISE STEVENS SAYS:

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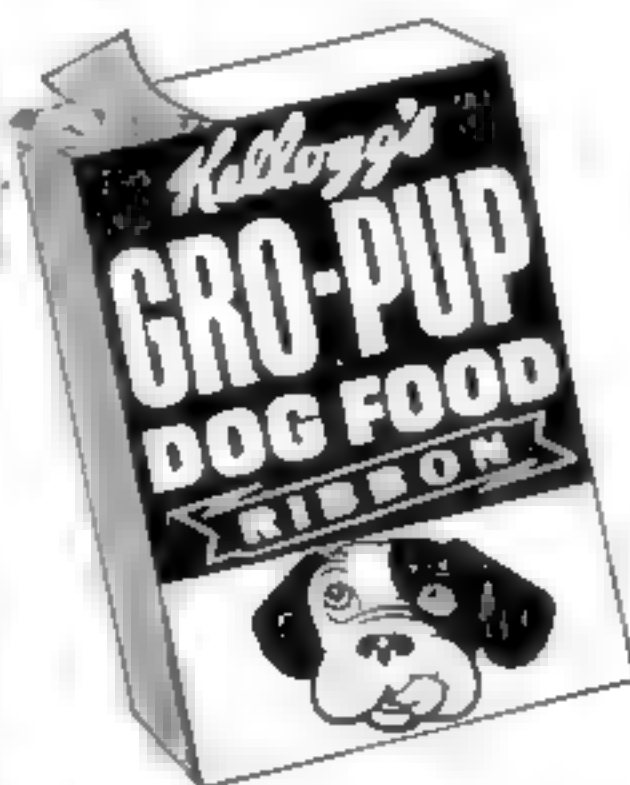


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CHURCHILL'S MEMOIRS CONTINUED

the move to Africa and the continuance of the war. My first reaction was unfavourable. I asked a number of questions of a critical character, and was by no means convinced. However, at the end of our long Cabinet that afternoon the subject was raised. I was somewhat surprised to see the staid, stolid, experienced politicians of all parties engage themselves so passionately in an immense design whose implications and consequences were not in any way thought out. I did not resist, but yielded easily to these generous surges which carried our resolves to a very high level of unselfish and undaunted action.

When the War Cabinet met the next morning we first addressed ourselves to the answer to be given to M. Reynaud's request sent the night before for the formal release of France from her obligations under the Anglo-French Agreement. The Cabinet authorised the following reply, which at their request I went into the next room and drafted myself.

June 16, 1940, 12:35 p.m.

Mr. Churchill to M. Reynaud.

"Our agreement forbidding separate negotiations, whether for armistice or peace, was made with the French Republic, and not with any particular French administration or statesman. It therefore involves the honour of France. Nevertheless, *provided, but only provided, that the French Fleet is sailed forthwith for British harbours pending negotiations*, His Majesty's Government give their full consent to an inquiry by the French Government to ascertain the terms of an armistice for France. His Majesty's Government, being resolved to continue the war, wholly exclude themselves from all part in the above-mentioned inquiry concerning an armistice."

Early in the afternoon a second message in similar terms was sent by the Foreign Office to Sir Ronald Campbell.

An "immense guarantee" rejected

WE reassembled at 3 p.m. that same afternoon. I had seen General de Gaulle in the morning, and he had impressed on me that some dramatic move was essential to give M. Reynaud the support which he needed to keep his Government in the war, and suggested that a proclamation of the indissoluble union of the French and British peoples would serve the purpose. Both General de Gaulle and M. Corbin had been concerned at the sharpness of the decision reached by the War Cabinet that morning, and embodied in the telegrams already dispatched. As a result it had seemed advisable to suspend action for the moment. A telegram had therefore been sent to Sir Ronald Campbell instructing him to suspend delivery accordingly.

The Foreign Secretary then said that after our morning meeting he had seen Sir Robert Vansittart, whom he had previously asked to draft some dramatic announcement which might strengthen M. Reynaud's hand. Vansittart had been in consultation with General de Gaulle, M. Monnet, M. Plevin, and Major Morton. Between them they had drafted a proclamation.

The draft statement was passed round, and everyone read it with deep attention. At 3.55 p.m. we were told that the French Council of Ministers would meet at 5 p.m. to decide whether further resistance was possible. Secondly, General de Gaulle had been informed by M. Reynaud on the telephone that if a favourable answer on the proposed proclamation of unity was received by 5 p.m., M. Reynaud felt he could hold the position. On this the War Cabinet approved the final draft proclamation of an Anglo-French Union, and authorised its dispatch to M. Reynaud by the hand of General de Gaulle. This was telephoned to M. Reynaud forthwith.

We must now pass to the other end of the wire. The British Ambassador delivered the two messages in answer to the French request to be released from their obligation of March 28. According to his account, M. Reynaud, who was in a dejected mood, did not take them well. He at once remarked that the withdrawal of the French Mediterranean Fleet to British ports would invite the immediate seizure of Tunis by Italy, and also create difficulties for the British Fleet. He had got no further than this when my message, telephoned by General de Gaulle, came through. "It acted," said the Ambassador, "like a tonic." Rey-

CONTINUED ON PAGE 51



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Again!*

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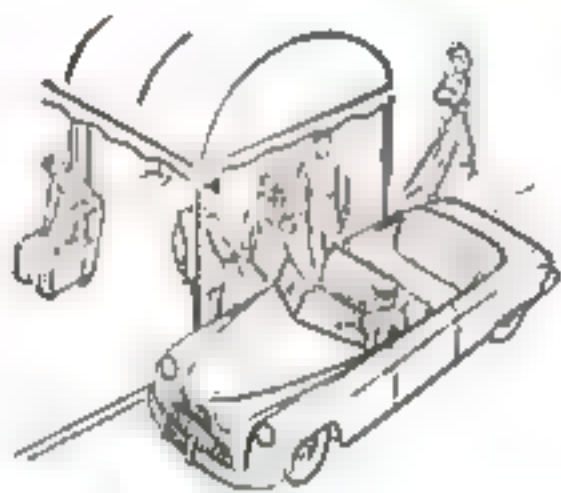
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SUPER-STYLE

Now original equipment on America's most famous cars. It's the tire of tomorrow and it's here today. Your nearby Firestone dealer or store will gladly tell you how little it costs to modernize your present car by equipping it with a set of new Firestone Super-Balloons. And remember, your used tires are worth more at Firestone!



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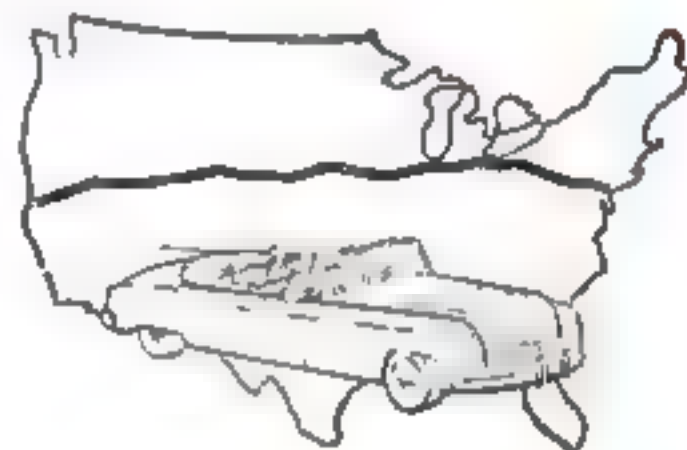
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fatigue, because these tires take the punishment instead of you and your car. Any car rides easier on Firestone Super-Balloons.

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You get not only amazingly low cost per mile, but also substantial savings on maintenance and repair costs because fewer jolts and jars reach your car to loosen parts, break springs, and cause annoying squeaks and rattles.

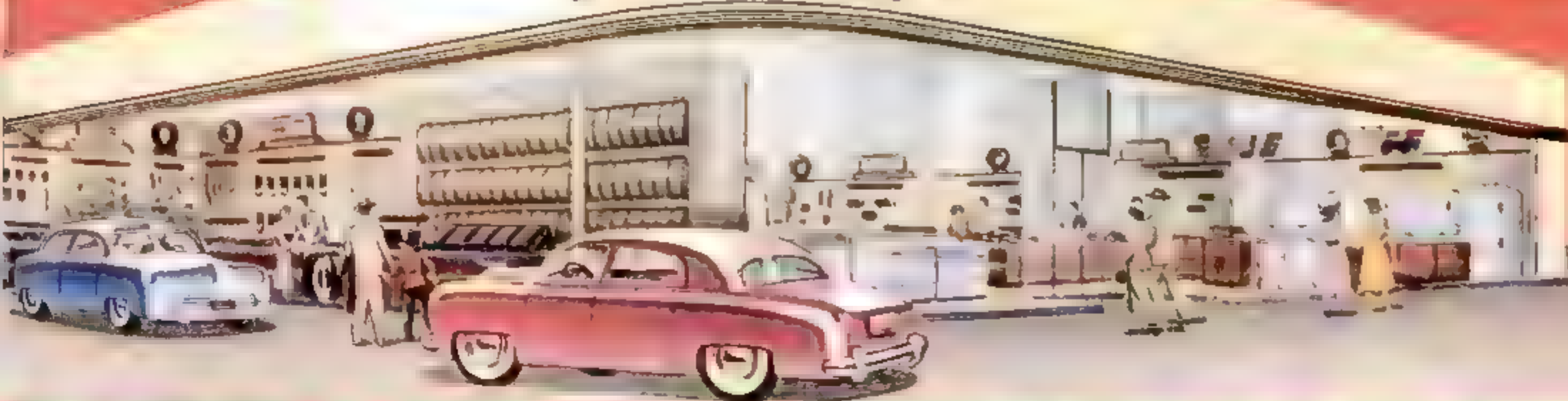


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So, when you plan your family's meals, it's wise to remember that milk gives you *more nourishment* for what you spend than any other food. *Penny for penny, your best food buy is milk!*

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See that *your* family gets plenty of milk to drink with meals, between meals. And be sure the milk you serve

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A blend of pure whole milk and sugar.

Borden's Eagle Brand is the Magic key to luscious, easy-to-fix, economical pie fillings, cookies, cake frostings, ice cream, candies. You can both "cream and sugar" your coffee with Eagle Brand, *deliciously!*

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IT'S GOT TO BE GOOD!**

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CHURCHILL'S MEMOIRS CONTINUED

naud said that for a document like that he would fight to the last. He then left "with a light step" to read the document to the President of the Republic. He believed that, armed with this immense guarantee, he would be able to carry his Council with him on the policy of retiring to Africa and waging war. My telegram instructing the Ambassador to delay the presentation of the



"THE MAN OF DESTINY"

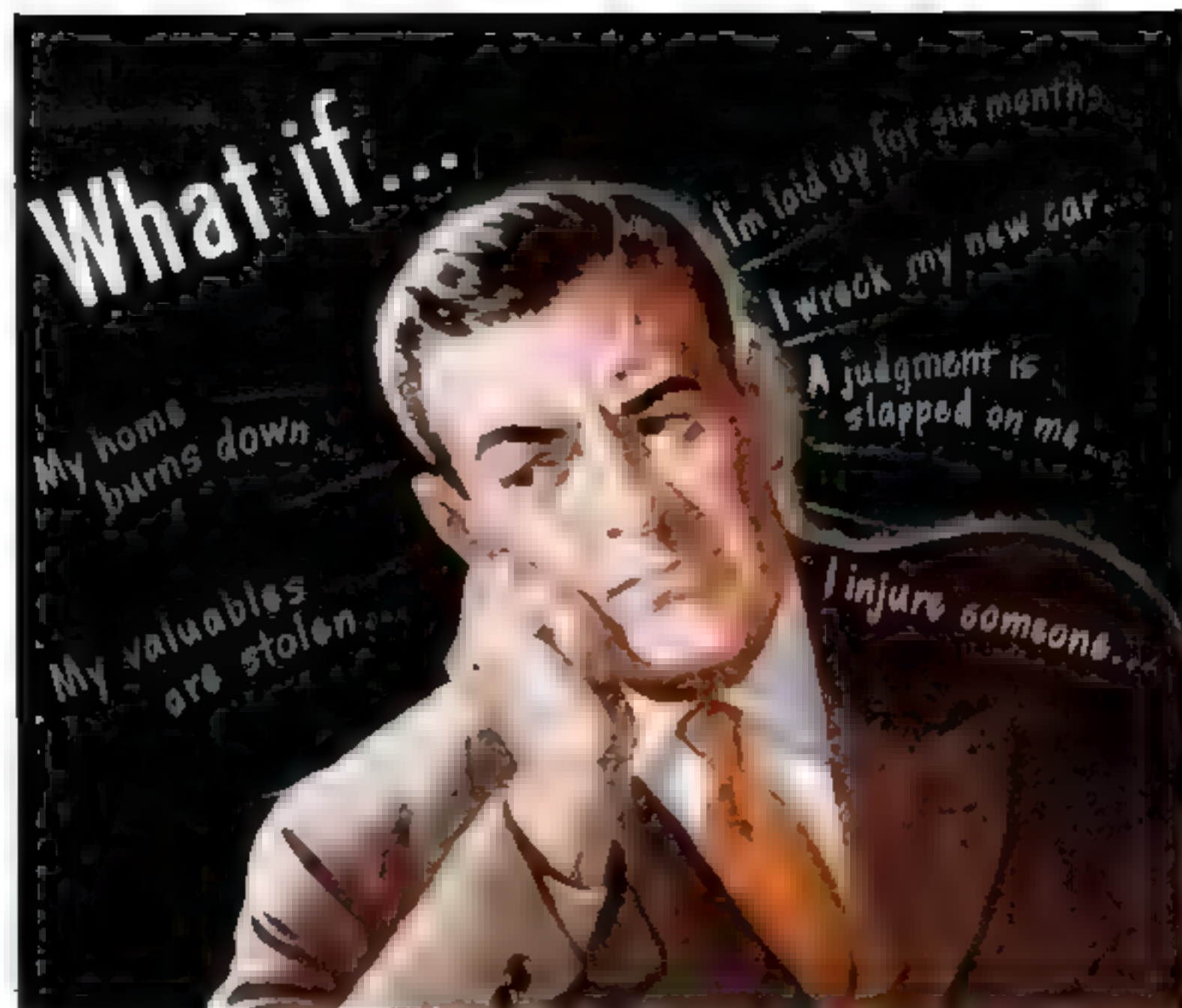
On the last trip he made to France, at the time when the French government was about to break its agreement with the British and make a separate armistice with the Germans, Mr. Churchill greeted General de Gaulle (right) as "the man of destiny" who would save France's honor. Here De Gaulle is shown with British General Spears, who helped him to escape from conquered France.

two stiff messages about the French Fleet, or anyhow to suspend action upon them, arrived immediately after the Premier had gone. A messenger was therefore sent after him to say that the two earlier messages should be considered as "cancelled." "Suspended" would have been a better word. The War Cabinet had not altered its position in any respect. We felt however that it would be better to give the "Declaration of Union" its full chance under the most favourable conditions. If the French Council of Ministers were rallied by it, the removal of the Fleet from German power would follow automatically. If our offer did not find favour our rights and claims would revive in their full force.

The hopes which M. Reynaud had founded upon the Declaration of Union were soon dispelled. The Premier read the document twice to the Council. He declared himself strongly for it, and added that he was arranging a meeting with me for the next day to discuss the details. But the agitated Ministers, some famous, some nobodies, torn by division and under the terrible hammer of defeat, were staggered. Some, we are told, had heard about it by a tapping of telephones. These were the defeatists. Most were wholly unprepared to receive such far-reaching themes. The overwhelming feeling of the Council was to reject the whole plan. Surprise and mistrust dominated the majority, and even the most friendly and resolute were baffled.

Weygand had convinced Pétain without much difficulty that England was lost. High French military authorities—perhaps Weygand himself—had advised: "In three weeks England will

CONTINUED ON NEXT PAGE



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CHURCHILL'S MEMOIRS CONTINUED

have her neck wrung like a chicken." To make a union with Great Britain was, according to Pétain, "fusion with a corpse."

We are assured that Reynaud's statement of our proposal was never put to a vote in the Council. It collapsed of itself. This was a personal and fatal reverse for the struggling Premier which marked the end of his influence and authority upon the Council. All further discussion turned upon the Armistice, and asking the Germans what terms they would give, and in this M. Chaumets was cool and steadfast. Our two telegrams about the Fleet were never presented to the Council. At about 8 o'clock Reynaud, utterly exhausted by the physical and mental strain to which he had for so many days been subjected, sent his resignation to the President, and advised him to send for Marshal Pétain. This action must be judged precipitate.

ON the afternoon of June 16 M. Monnet and General de Gaulle visited me in the Cabinet Room. Monnet was very active upon a plan to transfer all French contracts for munitions in America to Britain if France made a separate peace. He evidently expected this, and wished to save as much as possible from what seemed to him to be the wreck of the world. His whole attitude in this respect was most helpful. Then he turned to our sending all our remaining fighter air squadrons to share in the final battle in France, which was of course already over. I told him that there was no possibility of this being done. Even at this stage he used the usual arguments—"the decisive battle," "now or never," "if France falls, all falls," and so forth. But I could not do anything to oblige him in this field. My two French visitors then got up and moved towards the door, Monnet leading. As they reached it, de Gaulle, who had scarcely hitherto uttered a single word, turned back, and, taking two or three paces towards me, said in English: "I think you are quite right." Under an impassive, imperturbable demeanour he seemed to me to have a remarkable capacity for feeling pain. I preserved the impression, in contact with this very tall, phlegmatic man, "Here is the Constable of France." He returned that afternoon in a British aeroplane, which I had placed at his disposal, to Bordeaux. But not for long.

On the morning of the 17th I mentioned to my colleagues in the Cabinet a telephone conversation which I had had during the night with General Spears, who spoke with some anxiety about the safety of General de Gaulle. Spears had apparently been warned that as things were shaping it might be as well for de Gaulle to leave France. I readily assented to a good plan being made for this. So that very morning—the 17th—de Gaulle went to his office in Bordeaux, made a number of engagements for the afternoon, as a blind, and then drove to the airfield with his friend Spears to see him off. They shook hands and said good-bye, and as the plane began to move, de Gaulle stepped in and slammed the door. The machine soared off into the air, while the French police and officials gaped. De Gaulle carried with him, in this small aeroplane, the honour of France.

In Next Week's Issue THE THIRD INSTALMENT OF WINSTON CHURCHILL'S "THEIR FINEST HOUR"

The story of "one of the most disagreeable . . . tasks that a British Admiral has ever been faced with" opens the next instalment of Mr. Churchill's memoirs. Mr. Churchill recalls the anguish of British naval officers ordered to fire on French warships after the Franco-German armistice; he explains how Britain, rearmed in frantic haste with U.S. help, became a "hornet's nest" Hitler didn't dare invade; he reveals the slogan he intended to use if Germans landed in England, and takes us behind the scenes in German headquarters, where invasion plans aroused heated arguments among Nazi bigwigs.



Paper Hawkshaw Finds Hidden Clues

IT'S HOT INSIDE a big steam cylinder —hot, and of necessity, hidden from continued inspection . . .

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And it's the paper which gets the hidden clues, as the atomized oil dries and leaves its mark. It shows how much oil is reaching the cylinders—and how evenly it's distributed. It determines the efficiency of the lubricating system, and even shows up rust and iron deposits as clues to contamination and excessive wear.

Since this sharp-eyed "Hawkshaw" is installed by a Shell Lubrication Engineer—and gets its clues under normal operating conditions, without shutdown of power—plant engineers are particularly impressed by the inside stories revealed. They can make lubrication adjustments to correct faults . . . without interruption to service.

Invention of the Lubrication Indicator is only one more of the hundreds of major research achievements through which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.





WITH THE TEMPERATURE AT 28° F., SMUDGE OIL IS BURNED IN AN ORANGE GROVE AT CORONA, CALIF. LIGHT SNOWFALL ALSO HELPED TO PROTECT THE CROP

FROZEN ORANGES

California's blazing smudge pots fail to prevent an enormous loss

In California the big January freeze was the worst since 1937. As the southern valleys filled up with pools of thick, cold air, citrus growers lighted their smudge pots and commenced an anxious watch. The temperature in the orchards dipped to 33°, then to 32°. When it reached 30° lemons began to freeze. Snow fell, and where the fall was heavy the growers beat the branches of their trees with poles to free them from the dangerous weight. At

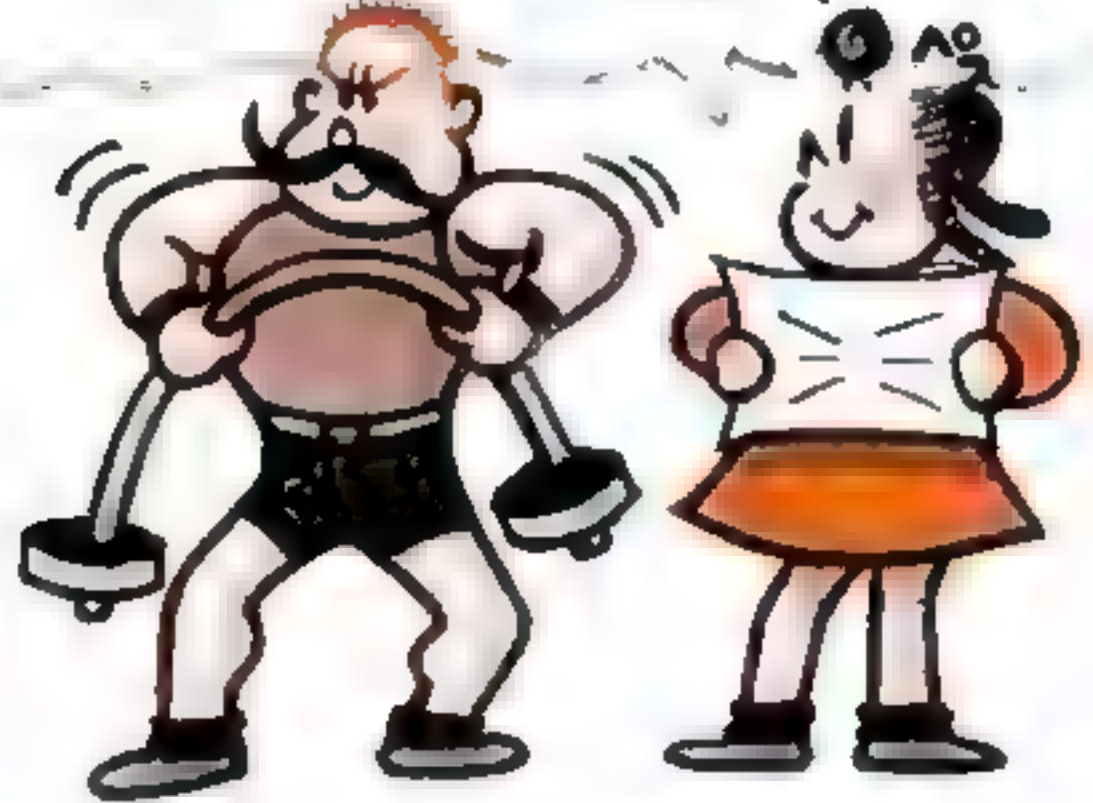
28° oranges, harder than lemons but still highly perishable, also began to freeze. Everywhere the dark greasy smoke of burning oil drifted through the groves, but it and the warmth were not enough to beat the cold. When the temperature finally climbed to a safe level, the growers smothered their flames and began to estimate the damage. In two days 26% of southern California's citrus crop had been ruined and would soon begin to rot on trees.

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Not just softness but sturdiness, too—you get a perfect balance with Kleenex! Plenty absorbent, yet plenty strong—to cope with a faceful of makeup or a king-size sneeze!

The **SMOOTHNESS** you welcome



Ever thought of finding glamour in a tissue? Take a closer look at Kleenex! S-m-o-o-t-h? This tissue has downright come-hither! And "white satin" quality through and through. See for yourself why Kleenex is your best buy in tissues!

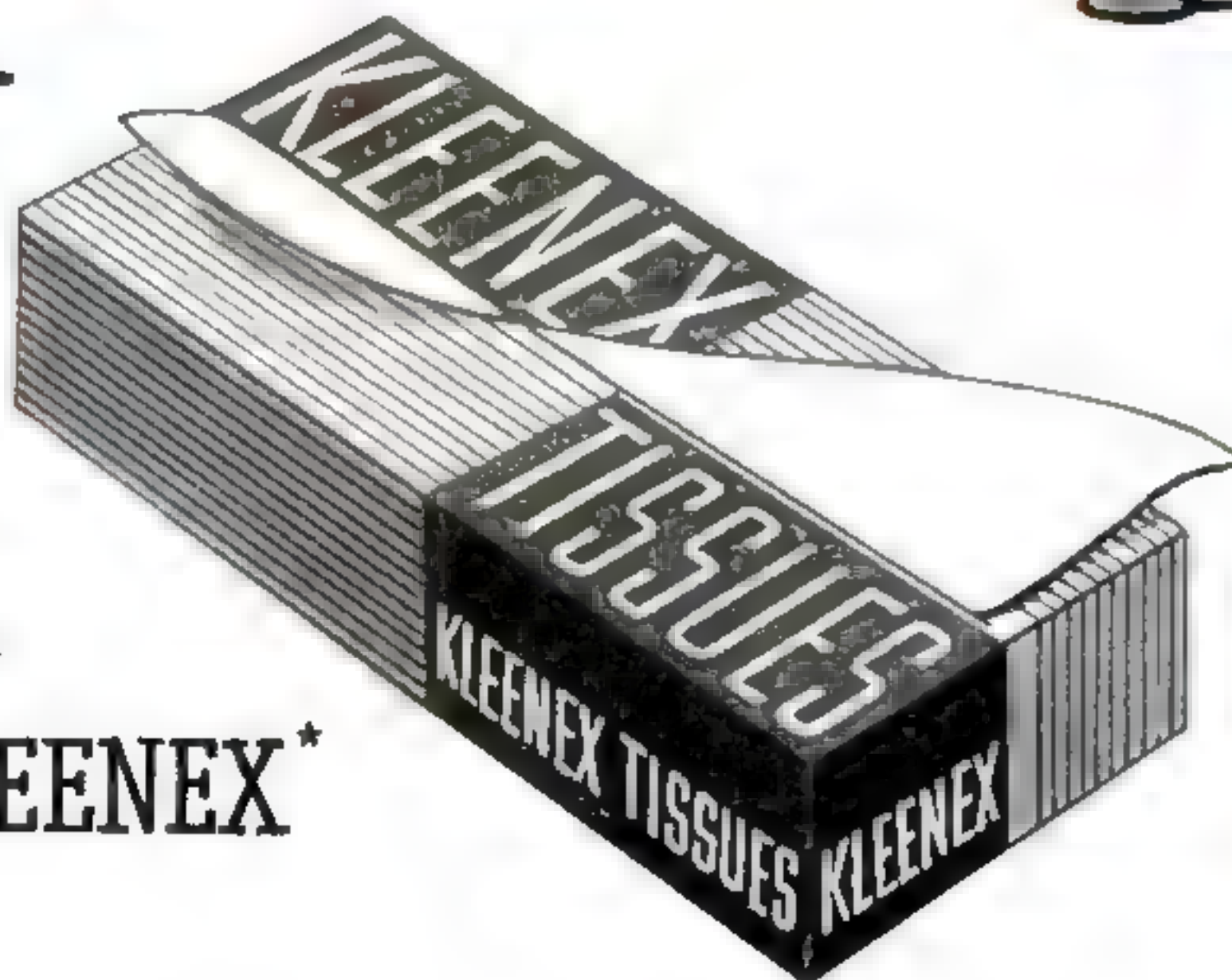


The **POP-UP** box you depend on



You needn't fumble for tissues with Kleenex—the only brand that gives you the handy Serv-a-Tissue box. You pull just one double tissue (not a fistful!) . . . next one pops up, ready for use. Saves trouble, saves waste!

There is
Only One **KLEENEX***



*Your best buy
in tissues*



BEAUTY CAN BE IN THE HEARTS OF MEN

BEAUTY is everywhere in Switzerland. From the time a Swiss child is born, the majestic mountains, the rolling valleys, the deep lakes and flower-filled cities give him an understanding and appreciation of true beauty that becomes a way of life.

It is reflected, too, in the things the Swiss create. Perhaps there is no better example than the fine Swiss watch, which for more than 250 years, has been the choice of most people, everywhere.

In this world wide popularity the watchmakers of Switzerland feel a deep obligation. That is, to follow always the same traditions of craftsmanship that have been handed down from father to son for generations past... to carry on the ideals which assure you that your new Swiss watch will be the best value obtainable at its price.

The WATCHMAKERS OF



SWITZERLAND

DID YOU KNOW THIS?

More than 88% of what you spend on a watch with a Swiss movement stays in the U.S.A. to add to the payrolls, profits and prosperity of this country. And Switzerland is by far America's best cash customer in Europe.

FOR THE GIFTS YOU'LL GIVE WITH PRIDE . . . LET YOUR JEWELER BE YOUR GUIDE



FIFTEEN YARDS FROM TAPE, GASTON REIFF EASILY PROTECTS A LEAD OVER STRAINING ERIK AHLDEN AND FRED WILT AS HE WINS THE MILLROSE TWO-MILE RUN

TWO-MILE THRILLER

Best race of indoor track season
is won by Belgium's Gaston Reiff

At most track meets the duller event on the program is the painfully drawn out two-mile run. On Jan. 29, however, at the Millrose Games in Madison Square Garden, the two-mile race turned out to be the thriller of the evening, as shown on the next two pages. The top U.S. entries, Fred Wilt and Curtis Stone, apparently thought the way to beat Belgium's Gaston Reiff and Sweden's Erik Ahlden was to gang them—*i.e.*, alternate in set-

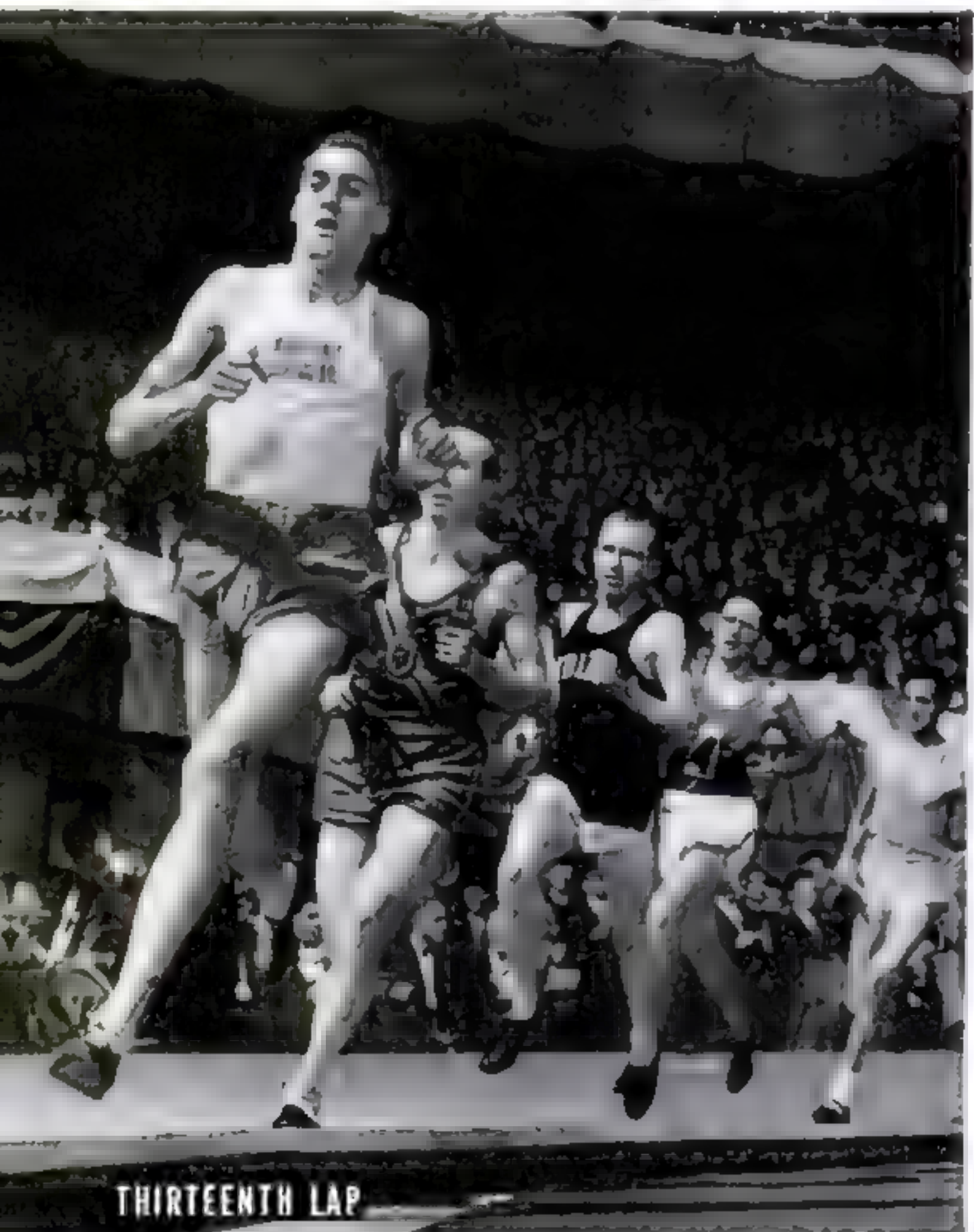
ting the pace. First Stone took the lead as Wilt dropped back; next Wilt took over and Stone eased to the rear. Meanwhile Reiff, the Olympic 5,000-meter champion, had stayed within striking distance. Finally, with 300 yards to go, Reiff bolted ahead and won going away (*above*). The races were not entirely a foreign show, however; Wisconsin's Don Gehrmann looked like the successor to Gil Dodds when he ran season's fastest mile (*p.* 70).

Thriller



START

TWO-MILE RACE begins as Ahlden, Wilt, Bob Black, Reiff and Stone (left to right) take first strides in the long, grueling 22-lap grind around the Garden track.



THIRTEENTH LAP

AHLDEN SETS THE PACE, having charged past Wilt in the 11th lap. Reiff is second, running easily, trailed by Wilt, Stone and Black, who is finding pace to fast.



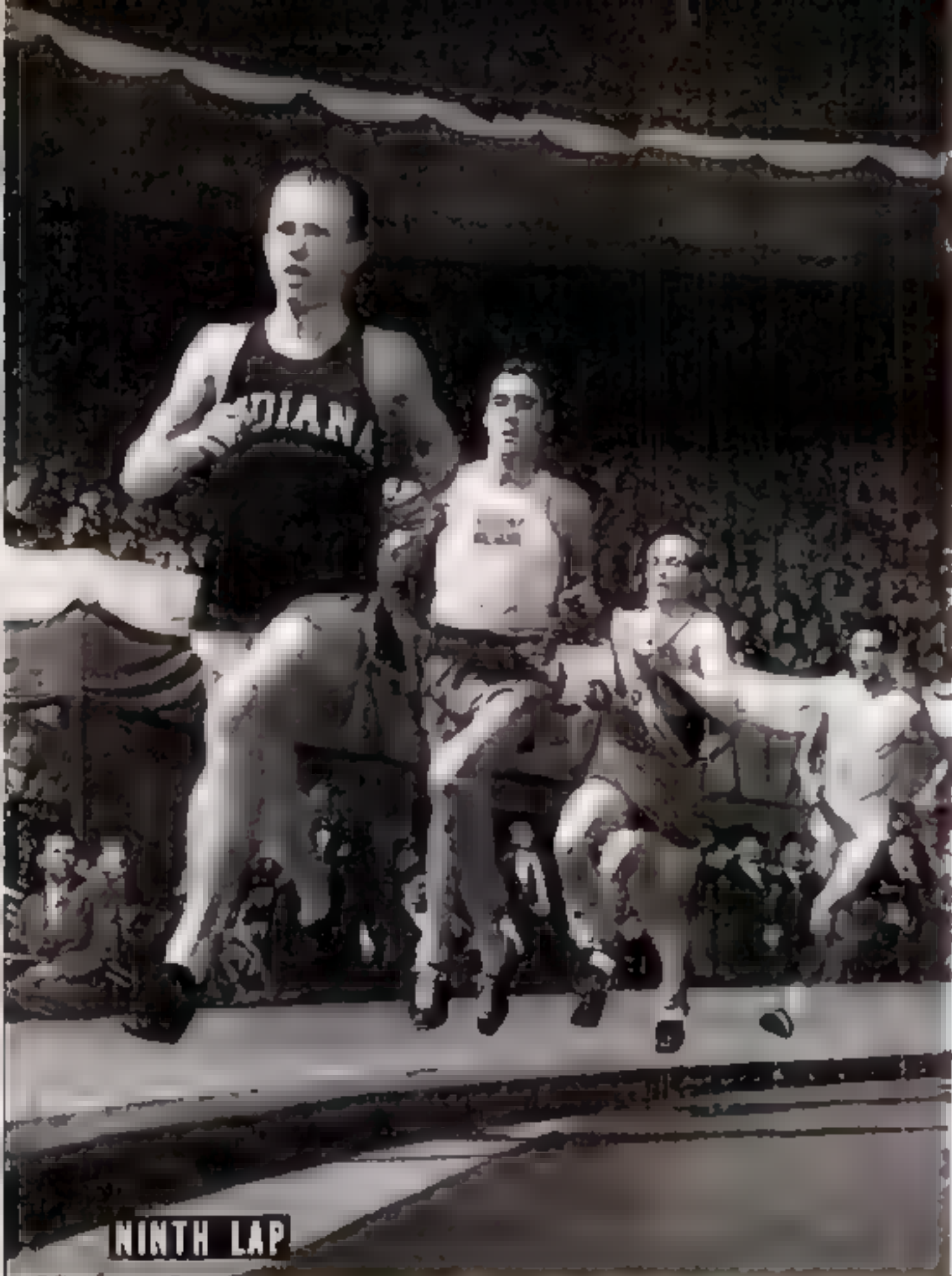
FIFTH LAP

STONE SETS THE PACE, running with rhythmic strides five yards ahead of Reiff, who is closely followed by Black and Ahlden; Wilt has dropped back to make his bid later in the race.



TWENTY-FIRST LAP

REIFF STEPS OUT and begins to pull away from the field after leading since middle of the 19th lap. Wilt is now making his final desperate attempt to stay with the Belgian champion.



NINTH LAP

WILT SETS THE PACE, now running just ahead of Ahlden, who has passed Reiff and Black. Stone has now dropped back to save his energy for the finish.



FINISH

REIFF WINS, five yards in front of Ahlden, who has passed Wilt in the home stretch. Stone finished 20 yards back while Black was about 50 yards behind.

CONTINUED ON NEXT PAGE

AMERICAN FAVORITES

PARK & TILFORD RESERVE WHISKEY A BLEND

PARK & TILFORD Private Stock A BLEND OF STRAIGHT WHISKIES

"The blend of experience - The finest-tasting whiskey of its type in America - and the price."

A superlative blend of ALL whiskies. Definitely America's luxury whiskey yet its price is moderate.

PARK & TILFORD

Fine Whiskies Since 1840

PARK & TILFORD "RESERVE" 62 1/2% GRAIN NEUTRAL SPIRITS 86 PROOF
PARK & TILFORD "PRIVATE STOCK" 86 PROOF • PARK & TILFORD DISTILLERS, INC., NEW YORK

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a practical solution to the housing problem
for many families and communities



Completely furnished homes-on-wheels and an expanding network of architect-planned trailer parks provide pleasant living for new thousands every year.

● Today's trailer coach gives you and your family the privacy of *separate rooms*. Beauty to be proud of in its decorator-styled appointments. Great utility in its ultra-modern kitchen. Solid comfort in these soft, wide beds.

Efficient heating systems and engineered insulation make it a livable home in the *coldest or warmest* climate. And thousands of beautiful trailer parks from coast to coast provide inviting, healthful facilities for recreation, sociability and happy everyday living.

Write for free booklet containing details of America's finest trailer coaches. Address Dept. L-29, T. C. M. A., Civic Opera Bldg., Chicago 6, Illinois.



BUSINESS MEN INVESTING MILLIONS IN TRAILER PARKS, SEE NEW PROFIT OPPORTUNITY

T.C.M.A. will give you valuable guidance in starting or improving a park, even to free architect's plans and the specific advice of other experts retained by the Association.

Ask for "Planning a Profitable Trailer Park", containing pictures, diagrams and cost data. Write to Trailer Parks, Dept. L-29, T.C.M.A., Civic Opera Bldg., Chicago 6, Illinois.

Trailer Coach Manufacturers Assn.

THE T.C.M.A. SYMBOL DISTINGUISHES THE BEST TRAILER COACHES AND THE BEST TRAILER PARKS

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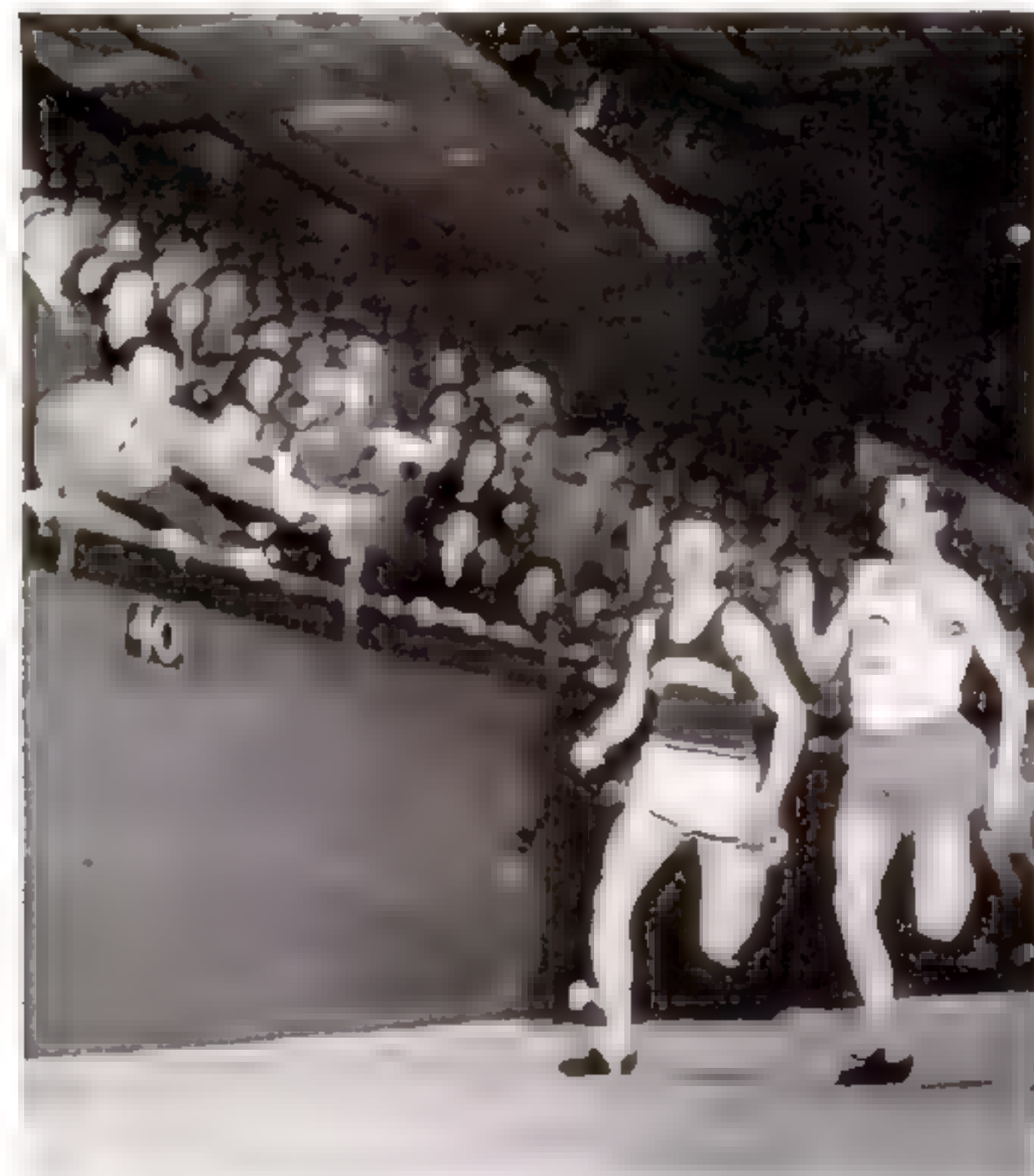
Thriller CONTINUED



ALL ALONE ON THE TURN, GEHRMANN SETS A FAST FIRST-QUARTER PACE

DON GEHRMANN WINS THE MILE

U.S. distance-racing prestige was upheld in the Millrose Games by Don Gehrmann, whose terrific finishing spurt (*below*) nipped Holland's Willy Slykhuis at the tape in a 4:09.5-minute mile. The only person disappointed by this performance was Gehrmann. The Wisconsin University junior had hoped to come closer to Gil Dodds's world indoor record of 4:05.3. But Gehrmann is only 21, and milers usually do not reach their peak until they are about 25. He can afford to be patient.



SPRINT FINISH carries Gehrmann past Slykhuis 15 yards from tape. Europeans call Slykhuis "king of the finish," but Gehrmann beat him at his game.

Serve any soup

from richest bisque to sleekest consommé—you need it at its best! For these *crunchiest-of-all* crackers bring their *own* relish to *any* soup, fruit or salad dish—let you savor the *flavor* to the full! Eat RITZ CRACKERS—for a *feast* of satisfaction!

“nothing tastes as good as Ritz... but Ritz!”



You buy the best when it's
baked by Nabisco

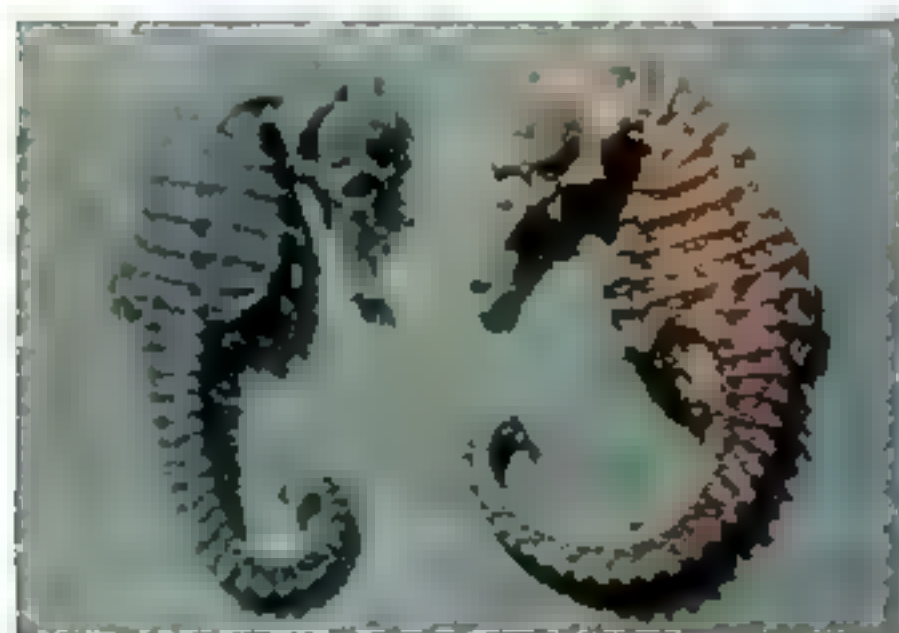


NATIONAL
BISCUIT
COMPANY





THIS COLLECTION OF SEA SHELLS WAS FOUND MOSTLY ON SANIBEL ISLAND, BEST SHELL-COLLECTING PLACE IN FLORIDA. THERE ARE 75 DIFFERENT KINDS HERE, PLUS SOME



SEA HORSES ARE DRIED REMAINS OF AN OCEAN FISH

SEA SHELLS

Here, side by side, are some of the prettiest shells which are to be found on any American seashore. They were collected in Florida by amateur conchologists, who in the last few years have revived the once-popular hobby of shell-collecting which became passé half a century ago. These shells, which are keyed to the numbers at right, were built by marine animals to

serve as useful homes. The two-piece shells in the center of the picture are all clams. The spiraled shells are snail shells. Most shellfish are born with tiny shells which they keep all their lives, simply by adding more shell or, like snails, more outside spirals as they grow. The Carrier Shell (No. 71) has even piled on its back the dead shells of other animals to baffle preying fish.



DUPLICATES. THE BARNACLES (NO. 23) THE SEA MOUSE (NO. 9) AND THE SAND DOLLAR (NO. 47) ARE NOT TRUE SHELLS BUT ARE PRIZED AS SUCH BY MOST COLLECTORS

THE SHELLS SHOWN ABOVE ARE IDENTIFIED BY THESE NUMBERS

- | | | | | | |
|------------------|-----------------------------|----------------------|------------------------|----------------------------|---------------------|
| 1 Pepper Shell | 14 Lion's Paw | 27 Purple Semele | 40 Hard Shell Clam | 53 Calica Pecten | 66 Cancellatod Clam |
| 2 Rose Cockle | 15 Chinese Alphabet Cone | 28 Florida Drill | 41 Lady's Ear | 54 Spiny Box Shell | 67 Star Shell |
| 3 Spiny Oyster | 16 Knobby Top | 29 Egg Shell Clam | 42 Keyhole Limpet | 55 Sun ray Clam | 68 Button Shell |
| 4 Hairy Triton | 17 Raven's Scallop | 30 Left handed Whelk | 43 Interrupted Tellin | 56 Tiger's Eye | 69 Abundant Semele |
| 5 Junonia | 18 Scotch Bonnet | 31 Jewel Box | 44 Measled Cowry | 57 Bubble Shell | 70 Winged Clam |
| 6 Pale Tulip | 19 Predaceous Land Shell | 32 Bay Scallop | 45 Florida Cone | 58 Duck Clam | 71 Carrier Shell |
| 7 Angel Wing | 20 Apple Murex | 33 Sunset Clam | 46 Hawk Wing | 59 Tap Shell | 72 Rose Petal |
| 8 Fighting Conch | 21 Comb Clam | 34 Tulip Band Shell | 47 Sand Dollar | 60 Thick Razor Clam | 73 Buttercup Shell |
| 9 Sea Mouse | 22 Nutmeg Shell | 35 Jingle Shell | 48 Shark's Eye | 61 Apple Snail | 74 Pearly Oyster |
| 10 Lace Murex | 23 Barnacle | 36 Rose Tellin | 49 Bleeding Tooth | 62 Kitten's Paw | 75 Yellow Mussel |
| 11 Rough Scallop | 24 Spotted Clam | 37 Red Rock Shell | 50 Kiener's Whelk | 63 Hatchet Conch | 76 Wedge Clam |
| 12 Panama Shell | 25 Florida Clam | 38 Worm Shell | 51 Golden Mouthed Clam | 64 Wide-mouthed Rock Shell | 77 Crown Conch |
| 13 Per Shell | 26 Van Hyning's Heart Shell | 39 Crested Tellin | 52 Door to Shell Mouth | 65 Irregular Worm Shell | 78 Partridge Shell |

AT YOUR FAVORITE TEN-CENT STORE!



AND ON YOUR FAVORITE
STATIONERY COUNTER!



STICKS WITH
A TOUCH!

TEXCEL TAPE

the cellophane tape in the

CANDY-STRIPES

FOOL-PROOF DISPENSER

Texcel Tape is available everywhere in 15¢, 25¢ and 39¢ sizes.

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AMATEUR COLLECTORS prowl at low tide on shell-cluttered beaches of Sanibel island, which lies 15 miles from Fort Myers off Florida's west coast and whose population swells to five times its normal size (72) during the collecting season. Strong northwesterly winds sometimes pile shells as high as eight feet.



A MORNING'S HAUL during his first visit to Sanibel is examined by Allen J. Frick of Ridgewood, N.J. Although much of his loot is of little value, there is always the chance that he will stumble upon a rare specimen like those pictured on pages 72, 73, some of which are worth as much as \$200 apiece to collectors.

I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



*"A Polident bath always leaves my plates clean and fresh tasting. I never worry about Denture Breath. It's wonderful!"

Mr. J. G. W., Kohoka, Mo.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT



VIVECA TELLS HOW SHE CAME TO HOLLYWOOD WITH JOYFUL ANTICIPATION (LEFT), WAS PUZZLED BY ITS HABITS, THEN BLINDED BY ITS LUXURY, WHEN SHE WENT TO

THE SAD SHORT STORY OF VIVECA LINDFORS

Viveca Lindfors (cover) is unhappy in Hollywood. She has a beautiful home, two lovely children, \$2,000 a week. But she is ready to give up on Hollywood. Here she mimes the story of her short, sad stay there.

She left Sweden in 1946 in the steps of two other girls named Greta Garbo and Ingrid Bergman. Warner Bros. had signed her up because of her sexy appearance and fine acting in Swedish films. Who was there to meet her in Hollywood but Jack Warner himself ("The head of the studio," exclaimed Viveca. "I thought that was wonderful").

But the bright guerdon Greta and Ingrid found was not for Viveca. The studio cast her as Queen of Spam in *Adventures of Don Juan* with

SHE WAS DISMAYED BY ROLES INVOLVING (LEFT TO RIGHT) MELODRAMATIC CHASES, SULTRY TORCH SINGING, MAKING LOVE TO ERROL FLYNN. NOW WITH NO MORE





STUDIO SHE WAS HAPPY (RIGHT)—UNTIL SHE STARTED WORK (BELOW)

Errol Flynn ("Not my type thing," says Viveca). They miscast her in *Somewhere in the City* ("A Viennese singer with a Swedish accent in Paris," says Viveca. "Imagine!"). They put her in *Deadlock* ("I didn't even understand it"). They put her in one picture she liked, *Night Unto Night*, but did not release it.

Hollywood does not consider Viveca a failure but she is fed up. She wants to go back home or on the stage. She doesn't even care if Warner's picks up her option. She has her looks, her family, her talents. There is always the chance that someone will offer her a good and rewarding role in Hollywood, where even sad stories have happy endings.

HOLLYWOOD ROLES IN SIGHT SHE FEELS FREE AND HAPPY AS A BIRD



CONTINUED ON NEXT PAGE

"The softest, youngest-looking hands I ever hope to have..."

'Sofskin' Hands



New 4-action cream soaks its creamy goodness into dry surface skin!

Softens! Feel the difference when you treat your Dryskin Hands to Sofskin Creme. Wonderful! Its rich softeners soak the dry surface skin... soften it.

Smooths! See the difference! Flaky-dry skin bits creamed away. Suddenly you too have 'Sofskin' Hands... smoother to the eye, to the touch!

Protects! Before hand-washings, before soapy-water jobs, use this new 4-action beauty cream. Protects against soapy-water chapping, hard-water dryness!

Beautifies! Sofskin doesn't just "cover up" roughness... it actually makes the skin itself feel smoother, look younger! Use Sofskin whenever, wherever you want softer, lovelier skin!

More women than ever before use

Sofskin
Reg. U.S. Pat. Off. **CREME**

In beautiful black-and-gold jars at all cosmetic counters



A jarful of wonder-cream! A jarful of 'Sofskin' Hands!



SCHOOLDAYS IN STOCKHOLM found Viveca (seated at right on sofa) at the Royal Dramatic School. The school also trained Garbo and Bergman.



WORKDAYS IN HOLLYWOOD began with greeting by Jack Warner who, personally showing her around, said, "I wore this new jacket for the occasion."



PLAYDAYS AT HOME in Tarzana, a suburb of Los Angeles, occupy Viveca as she climbs trees and horses around with her children John, 6, and Lena, 4½.

SWANSON

All Meat...No Bones!

SAYS PENNY THE SWANSON HEN

• Wonderful eating... chicken or turkey meat sealed in the can and pressure-cooked in its own rich natural juices! Ready to serve in the twinkling of an eye super swell for quick casseroles, pot pies, creamed dishes, sandwiches, salads or croquettes! More economical than home cooked!

QUICK CHICKEN (or turkey) PIE

Swanson Boned Chicken or Turkey
Mushroom soup

Frozen Peas and Carrots
Prepared biscuit mix

Combine all ingredients except biscuit mix in casserole. Place in hot oven 425°

10 minutes. Top with biscuits and bake 4 to 5 minutes until biscuits are brown.

Guaranteed by Good Housekeeping



Ask your favorite grocer for Swanson Chicken Fricassee, the ready-to-heat-and-eat fricassee with real butter gravy

All Swanson Poultry U.S. Gov't. Inspected!

C. A. SWANSON & SONS, OMAHA, NEBR

CHICKEN★TURKEY

This is the life

OF AN AVIATION CADET

And what a life it is! Fifty-two weeks of flying, playing, and learning with a hand-picked group of young Americans—the grandest bunch of guys you ever met. More action and opportunity packed into a year than most people get in a lifetime. If you've got what it takes—this is the life for you.



FLYING THE "TEXAN"—You'll always have a soft spot in your heart for the first plane you fly—the T-6 "Texan." You log about 175 hours in this sleek fighter-type plane during basic training. Every cadet masters the "Texan" completely before he goes to advanced training.



IT'S CALLED "GROUND SCHOOL"—the finest aviation educational course and aviation-executive training in the world—and you draw pay while you're getting it! The newest flying techniques, navigation, weather, radar—these are only a few of your many subjects.



BATTER UP! Name your favorite sport—baseball, football, basketball, swimming, tennis, handball—you'll find plenty of hard, fast action to keep you fit and trim. You'll enjoy the best of athletic facilities and equipment. And if you thrive on competition—it's terrific!



THE MIGHTY "MITCHELL"—You may be selected for advanced training in the B-25 "Mitchell" medium bomber. You'll spend 135 hours in the air learning to fly this famous bomber. Multi-engine pilot training is an invaluable step toward a successful future in aviation.



"ON PARADE"—Your military life is colorful and impressive. The drills, the inspections... the regulated routine is the stuff that makes leaders of men. And not least, you'll be proud of measuring up to the highest standards in the world—the military standards of the U. S. Air Force.



SOFT LIGHTS AND SWEET MUSIC come in for a share of your attention. When it's time to relax, you'll find lounges, movies, libraries, and Cadet Clubs on the post. And there are dances, parties and receptions which you may attend during "Open Post" periods.



THE "SHOOTING STAR"—If you are assigned to single-engine advanced training, you may begin by becoming proficient in the fast F-51 fighter plane. Then the big moment! You fly the TF-80C, a two-place version of the sleek Air Force jet fighter, the F-80 "Shooting Star."



THE GREATEST DAY IN YOUR LIFE—Graduation is formal. Your name is called, you step up and receive your wings and officer's bars. Tradition calls for "The Girl," a member of your family, or a friend to pin on your wings. It's a proud moment—an achievement only the best can earn.

Only the best can be Aviation Cadets

If you are one of the select group of young Americans who can meet the challenge and high standards of the Aviation Cadet Program—**ACT TODAY!** Get your application at your local Recruiting Office or any U. S. Air Force Base. Or write Chief of Staff, U. S. Air Force, ATTN: Aviation Cadet Branch, Washington 25, D. C.

WIN YOUR WINGS



U. S. AIR FORCE

For single or married men with two years of college (or who can pass an equivalent examination). Between ages of 20 and 26½. High physical and moral qualifications. Classes begin every six weeks.

U. S. ARMY AND U. S. AIR FORCE RECRUITING SERVICE

for finer flavor....serve **Hi Ho!**

Compare Hi Ho with any other cracker

COMPARE for appetizing appeal. In appearance Hi Ho crackers are the most appetizing of all. Note the golden brown color and the texture of every Hi Ho.

COMPARE for flakiness... Turn a Hi Ho over. The edges are crisp and the center is tender. Note the flakiness of the cracker texture. It's a delicious flake.

COMPARE for finer flavor... Taste Hi Ho... it's the most delicious cracker. No other cracker has the flavor that belongs only to Hi Ho.

FROM THE THOUSAND WINDOW BAKERS OF

Sunshine Biscuits
1917
© 1949



SEEN THROUGH THE FLEXIBLE LENS A PRETTY GIRL'S FACE IS TWISTED INTO A NIGHTMARISH MASK. DISTORTION IS CAUSED BY SLIGHTLY BENDING THE LENS

A NEW WAFER-THIN LENS

FLAT PLASTIC DISK WITH GROOVES BENDS LIGHT RAYS IN THE SAME MANNER AS MUCH BULKIER CURVED GLASS

A revolutionary development in the field of optics is a new lens which is a flat sheet of plastic instead of a curved section of glass (*inset*) but which magnifies, focuses light rays and performs all the other functions of a conventional glass lens. The new lens is flexible and can be handled roughly without chipping or breaking. It can also be cut with an ordinary pair of household scissors. While glass lenses are limited in size by complex casting problems, the plastic lens has no theoretical limits and can be easily molded into giant sizes with diameters up to three feet. For comparable sizes the cost of manufacture will be many times less than that of a glass lens.

The new lens, developed by the Eastman Kodak Company of Rochester, N.Y., was made possible by a simple but ingenious readaptation of optical principles. In the conventional glass lens

it is the curvature of the surface which bends light rays so that they eventually come to a point of focus. While the plastic lens appears flat, its surface is actu-

ally broken up into tiny arcs or segments which look like the grooves of a phonograph record but which refract light rays in the same manner as a large, unbroken curve. Although plastic lenses are not precise enough to replace the glass optics used in cameras and telescopes, they are extremely valuable as condensers or intensifiers of light. When placed in front of a television tube, the lens will magnify the image as much as two times, or about the same as the heavy oil-filled magnifiers now used. Attached to the focusing ground glass of a camera, it will increase the brilliance of the image from $2\frac{1}{2}$ to 10 times, making it possible for photographers to focus on their subjects and to compose their pictures even in a very dim light.



LIGHTNESS of flat lens is an advantage. The section at left weighs only one-ninth as much as the curved glass one.

COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's action

menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

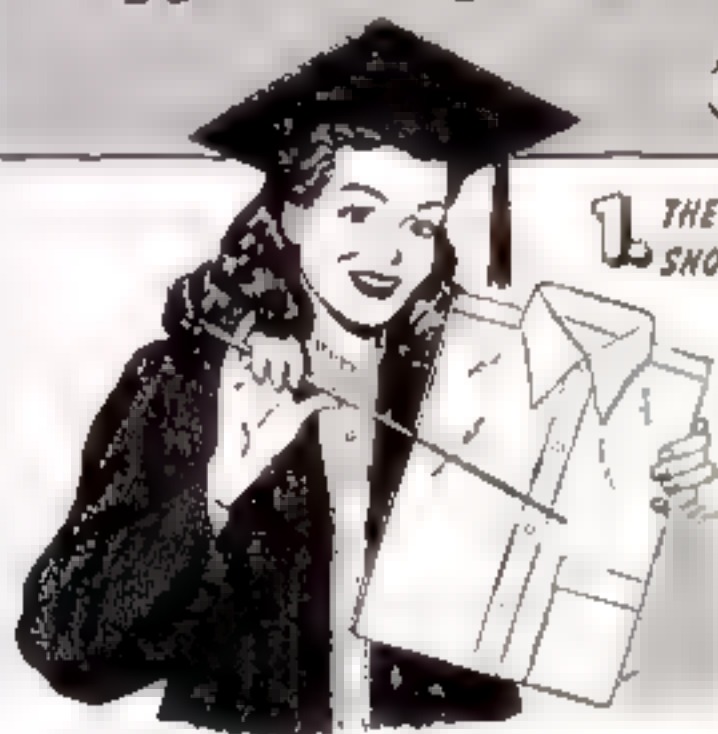
GREASELESS
STAINLESS

MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

When is a clean shirt not a clean shirt?



1. THE ANSWER IS: WHEN IT ISN'T SNOWY-WHITE AND SANITARY, TOO.

2. HOUSEWIVES KNOW THAT ORDINARY WASHING FREQUENTLY LEAVES A GRAYISH FILM ON SHIRTS, AND, MICROSCOPES REVEAL GERMS OFTEN SURVIVE THE BEST SUDSING.



3. BUT...LAUNDERING WITH CLOROX MAKES SHIRTS AND OTHER WHITE COTTONS AND LINENS SNOWY-WHITE (BRIGHTENS FAST COLORS). AND BECAUSE CLOROX WHITENS WITHOUT HARD RUBBING IT CONSERVES FABRICS...SAVES YOU MONEY. CLOROX HAS GERM-KILLING POWER, TOO! IT MAKES LAUNDRY FRESH, SANITARY...PROVIDES AN ADDED SAFEGUARD TO FAMILY HEALTH!



CLOROX...FIRST WITH AMERICA'S HOUSEWIVES BECAUSE IT OFFERS BOTH:

GENTLER Bleaching Action...
Longer Life for Linens!

There's no gentler bleach than Clorox in laundering. For Clorox is free from caustic and other harsh substances...made by an exclusive formula protected by U. S. patent!

GREATER Disinfecting Efficiency
...Added Health Protection!

Because Clorox is caustic free, it works faster in killing germs, does a better job of disinfecting. Give your family the extra health protection of a Clorox-clean home!

CLOROX BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS
There's only one CLOROX...it's always uniform...always dependable!



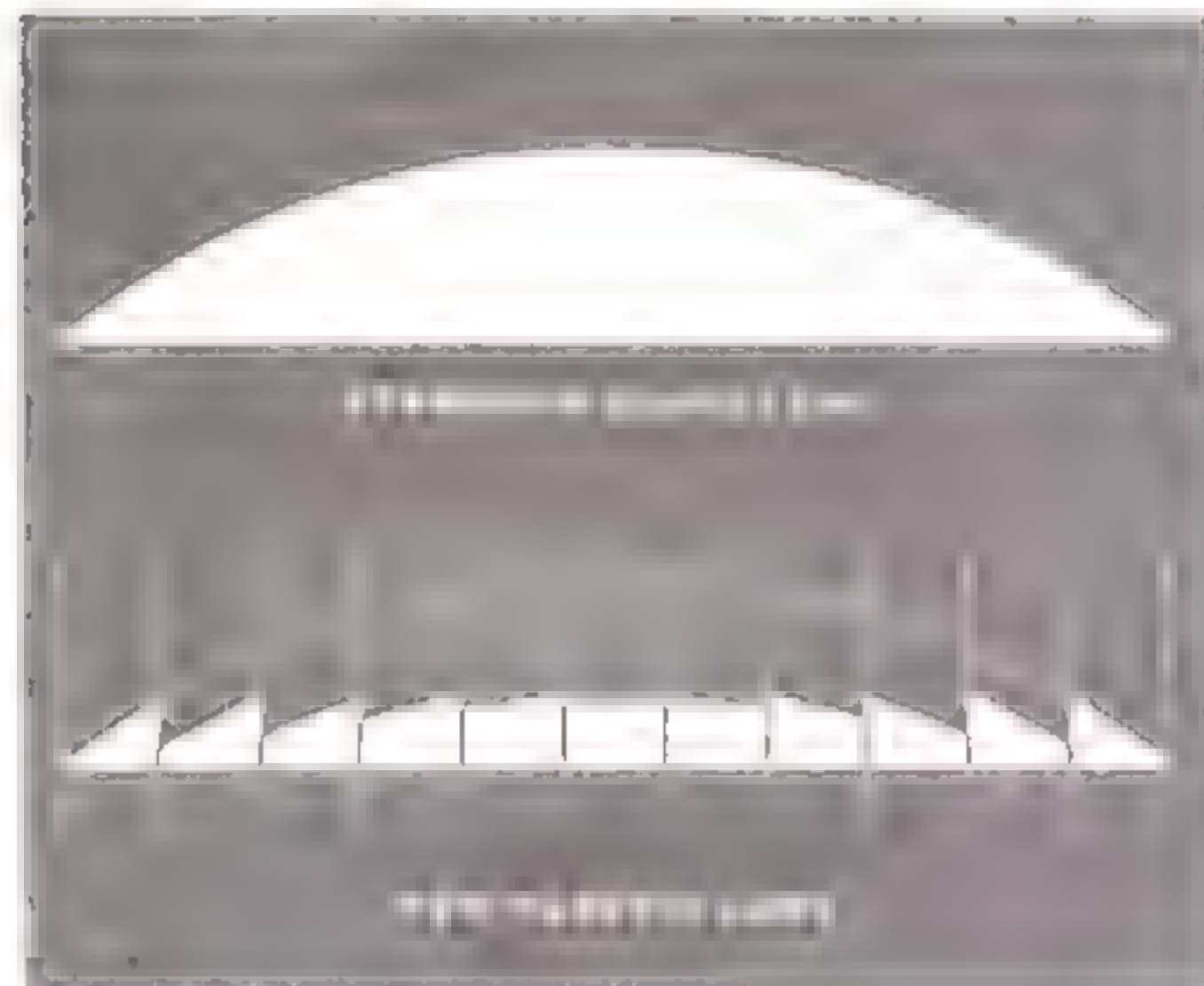
Directions on Label

BOON, made by the makers of Clorox, is another "first aid" to easy housecleaning. It wipes away dirt and grease quickly, easily from washable surfaces. Cleaning with BOON is simplicity itself!

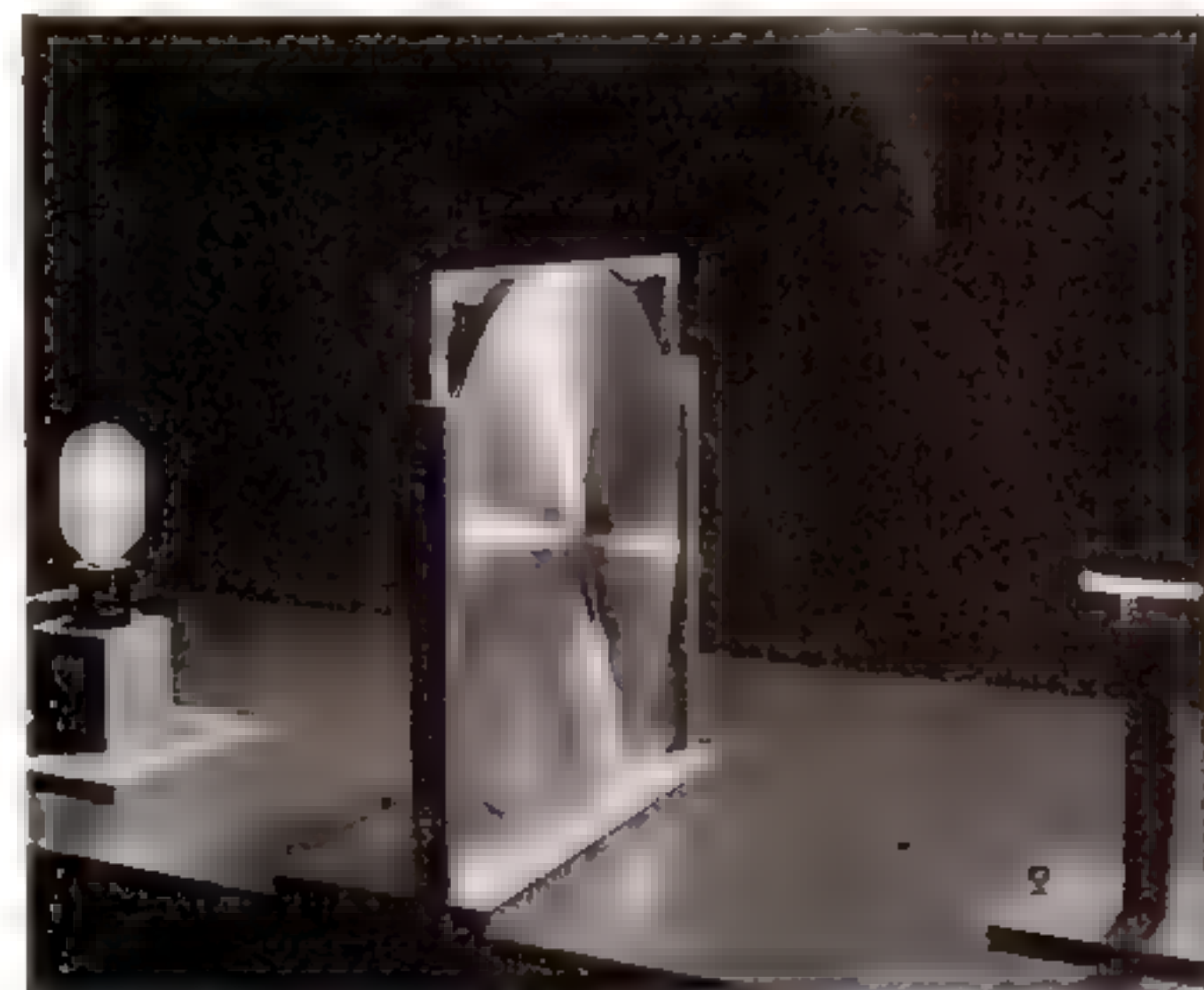
New Lens CONTINUED



PLASTIC CUTS EASILY with pair of scissors, making it possible to fit lens to camera ground glass or a television screen without previous measurements.



HOW LENS WORKS is shown in this simplified drawing. Each tiny groove is segment of an arc. Together grooves reproduce full arc of standard lens (above).



CIGARET IS IGNITED by light focused through two plastic lenses which have been joined together to produce an extremely strong concentration of rays.

CONTINUED ON PAGE 21

NOTICE!

The minimum age of the whiskies in every American blend must be pointed out

A SECOND LOOK

at the THREE FEATHERS bottle shows you that, even with the nation-wide shortage of aged whiskies, the rare whiskies blended with fine grain neutral spirits in today's THREE FEATHERS are 5, 6, and 7 years old!*

FIRST LOOK
...Symbol of Quality
The front label is your guide in identifying the brand with the qualities you want.

SECOND LOOK
...Proof of Quality
The back label tells you the age and amount of base whiskies in the blend.

RARE GOOD TASTE, BECAUSE ALL WHISKIES* IN TODAY'S THREE FEATHERS ARE FULLY 5, 6, AND 7 YEARS OLD!

*RARE BLENDED WHISKEY. 86 Proof. The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old. 20% whiskey 6 years old. 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

IMPORTANT!

Three Feathers continues to give you fully aged base whiskies...full value for your dollar. Compare before you buy!

There has been no increase in price.

THREE FEATHERS
...choice of those who take a second look for quality



Fast Cough Relief

WITH THESE SOOTHING
GLYCERINE TABLETS

Why "dose" a cough with strong drugs that upset your stomach? If your cough is due to a cold, Pine Bros. Glycerine Tablets will stop it quickly and safely. They spread a moist, soothing film of glycerine over your dry, cough-torn throat and relief comes fast. . . . Use them freely. They can't harm you. **10¢** U. S. ONLY

PINE BROS., INC., PHILADELPHIA

WON'T UPSET
YOUR STOMACH

M-M-M-M! BEST DEVILED HAM I EVER TASTED!

OF COURSE...IT'S THE ORIGINAL! ALL FINE HAM PERFECTLY SEASONED!

For 84 Years America's Favorite Sandwich Spread

UNDER WOOD
TRADE MARK
NET WEIGHT 2 1/2 OUNCES
DEVILED HAM

P.S. DELICIOUS ON TOAST UNDER POACHED EGGS!



DIM IMAGE appears on ground glass plate of standard reflex camera unless the subject is brightly lighted. Rays of light concentrate on central "hot spot,"



BRIGHT IMAGE is produced when a plastic lens is fitted below glass plate to intensify the light. Brilliance of the corners is increased as much as 10 times.



***Today millions are enjoying**
Yellow Durkee's **in quarter-pound prints!**

In 30 states and the District of Columbia, Durkee's Margarine looks as good as it tastes. In these states, millions of lucky people are buying Durkee's all colored a luscious, table-ready yellow.

Mild and sweet and always country-fresh—it's the finest of spreads and the best for all your cooking and baking. Every pound contains 15,000 units of Vitamin A. Now on

sale yellow in Alabama • Arizona • Arkansas • Colorado • Florida • Georgia • Idaho • Indiana • Kansas • Kentucky • Louisiana • Maine • Maryland • Massachusetts • Missouri • Mississippi • Nebraska • N. Jersey • N. Mexico • Nevada • No. Carolina • No. Dakota • Oklahoma • Rhode Island • So. Carolina • Tennessee • Texas • Utah • Virginia • W. Virginia • Dist. of Columbia.

**If YOUR State Laws Prohibit
 Yellow Margarine . . .**

. . . you can get Durkee's fine Margarine—without the 10¢ Federal Tax—in either of these two ways:

1. In the easy-coloring package with the color capsule in the bag.
2. Uncolored, in the money-saving package so familiar to you.

DURKEE FAMOUS FOODS



Elmhurst, L. I., N. Y.; Chicago, Ill.;
 Norwalk, Ohio; Berkeley, Cal.





Enriched bread (the kind a baker bakes) provides more energy for less money than any other food that tastes so good between-meals.

YOU NEED SOMETHING THAT A BAKER MAKES TO MAKE EACH MEAL COMPLETE

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

And bread is *no more fattening*, according to

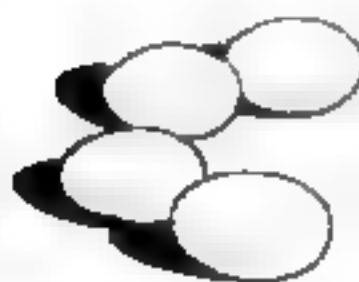
nutritionists, than any other food that gives you equal energy!

So—*eat more bread!* Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.



THE BAKERS OF AMERICA...who do your baking for you with the same high quality ingredients you would use, bake fresh daily with the same care you would take.

Copyright, American Bakers Association, 1949, Chicago



EGGS



You are *eating* a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!



Pie is America's favorite dessert. Serve it often. Enjoy it with cheese. Enjoy it a la mode. Enjoy it by itself. And to *double* your enjoyment—to treat yourself to leisure time as well as wonderfully good eating—*buy it baked!*



LOOKING FOR JOBS, BROADWAY ACTORS VISIT THE DINGY CHAMBERLAIN BROWN CASTING AGENCY, WHOSE WALLS ARE ADORNED WITH RELICS OF PAST GLORIES

Hard Times on Broadway

Too many actors with too few jobs dream and scrabble to keep sock and buskin together

PHOTOGRAPHS FOR LIFE BY W. EUGENE SMITH

Along Broadway this season, while the rest of the country has begun to suspect that the boom has leveled off, actors are especially distressed. They stand in longer lines in stage-door alleys waiting for auditions and move more desperately onto the stage of half-dark theaters to display their talents. Theater statistics are seldom more reliable than an actor's report on his own salary but it seems certain today that not even one out of five of Actors Equity's 6,000 members have theater jobs. Producers

who put on 300 plays a season 20 years ago now put on a bare 90. Worried, Broadway has called a conference of all its craft unions to see what can be done and is backing a bill by which Congress would provide funds toward a national theater to relieve the Broadway jam. But still, in greater numbers than ever, young hopefuls come from college and community theaters, GI schools and hundreds of small towns to a profession which offers so many of them hopes and hard work and not much else.

CONTINUED ON NEXT PAGE 87



WAITING AND WAITING—part of every young actor's life—Jean Pearson sits in the anteroom of the William Morris Agency, which can take 10% of her salary if it gets her a job. Below—actors jam a hallway hoping for parts in one of this season's 30 shows put on by Equity Library Theatre, which pays them no salaries.



Hard Times on Broadway CONTINUED



TWO SHY TOTS TRY OUT FOR NEW MUSICAL, "SOUTH PACIFIC," IN FRONT OF



AT IMPORTANT AUDITION Hildy Parks reads for John Garfield (left) and Author Clifford Odets, trying for a part in play, *The Big Knife*. She almost got it.



COMPOSER RICHARD RODGERS (LEFT) AND DIRECTOR JOSHUA LOGAN WHO CUPS HIS EAR TO HEAR THEM

Best Foot Forward

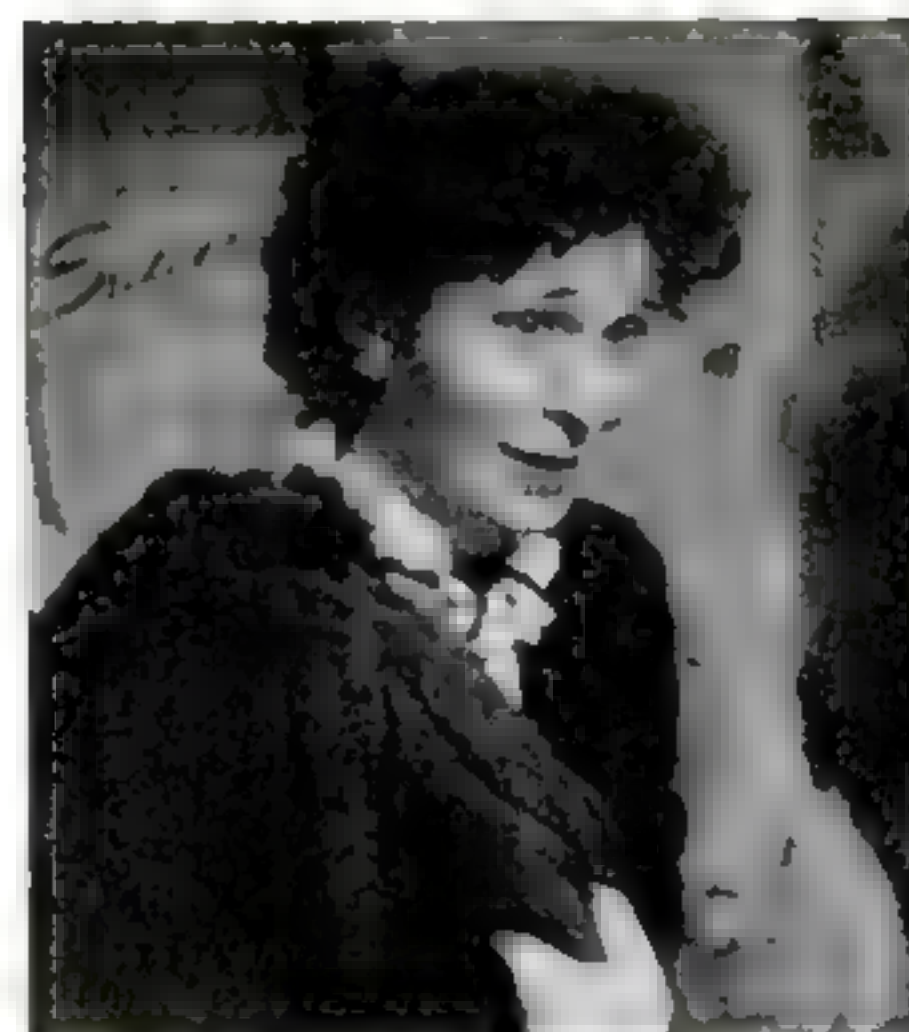
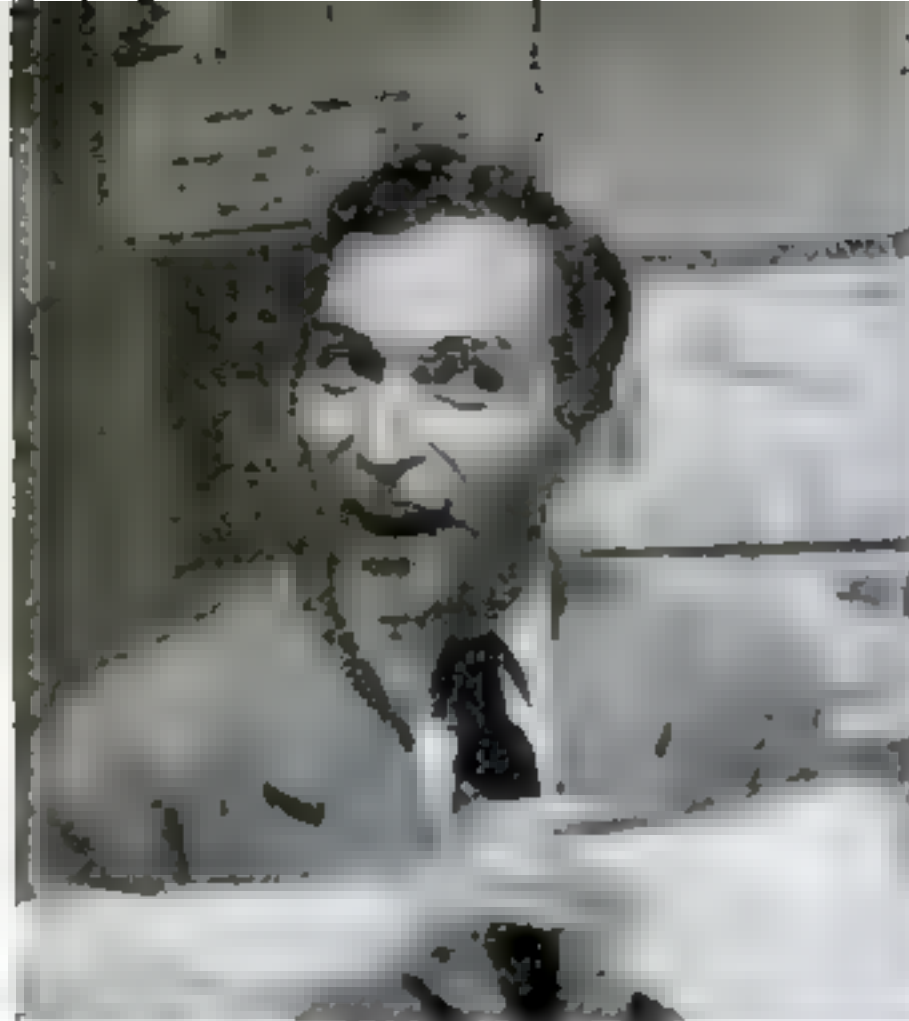
Actors put everything into making an impression at auditions

There are so few parts per actor on Broadway that the hardest thing about getting a job is getting a chance to try for one. The actor has to be patient with *No Casting* signs, polite with producers' stony secretaries, persistent with agents. Then, he may be able to audition for a part.

Auditions take place in an office or a theater. There the producer and his henchmen sit back in the shadows, sometimes unseen by the actor who regards them as disembodied, godlike personages consigning him to heaven or hell. The actor must remember a few rules of audition (ti-

quette: don't act or sing with your hat on; never apologize; get out quickly when finished. Auditions are terrifying. Actors have been known to flee in tears or rush into the alley and get sick.

Even auditions for nonpaying jobs are nerve racking. Actors Equity puts on a series of plays in which actors work for nothing. Though they get no pay, the actors crowd Equity's casting office and give their all in trying for parts. They covet these parts because it gives them a chance to be seen in a variety of roles and to hear the sweetest of all sounds: an audience's applause.



ALL FOR LOVE of the theater, these actors ask for jobs in a nonpaying Equity Library show. Typical salestalk: "I can dye my mustache. . . . I play anything from 18 to 35. . . . I'm a temporary blonde."



JOHN McQUADE as Scotsman awaits cue to star in television show, which as yet does not pay highly.

Actor's Family

Two careers and son Tadpole keep the McQuades on the run

Trying to get a job on Broadway is hard. Trying to bring up a family at the same time is really tough. Doing it has developed a kind of pioneer ingenuity in the McQuade family, which consists of John McQuade, 33, who acts, Ann Donaldson McQuade, 26, who also acts, and William Chase ("Tadpole") McQuade, 3, who is simply growing up. Mr. McQuade, who has had good parts on Broadway and once spent nine months in Hollywood being groomed as a second Humphrey Bogart, pays only \$28 a month for their cold-water flat. But he learned how to install a heater and put in a bathtub. His wife learned how to make curtains out of mattress ticking. John often works in television and radio; his wife has created an office job for herself.

Tadpole is a big responsibility. When the irregularities of an actor's life throw schedules out of gear the McQuades have to call on friendly storekeepers to help out. But the most grueling chore is getting up to put Tadpole on the 8:45 a.m. school bus, for all actors are nocturnal by nature, and early rising is plain torture.

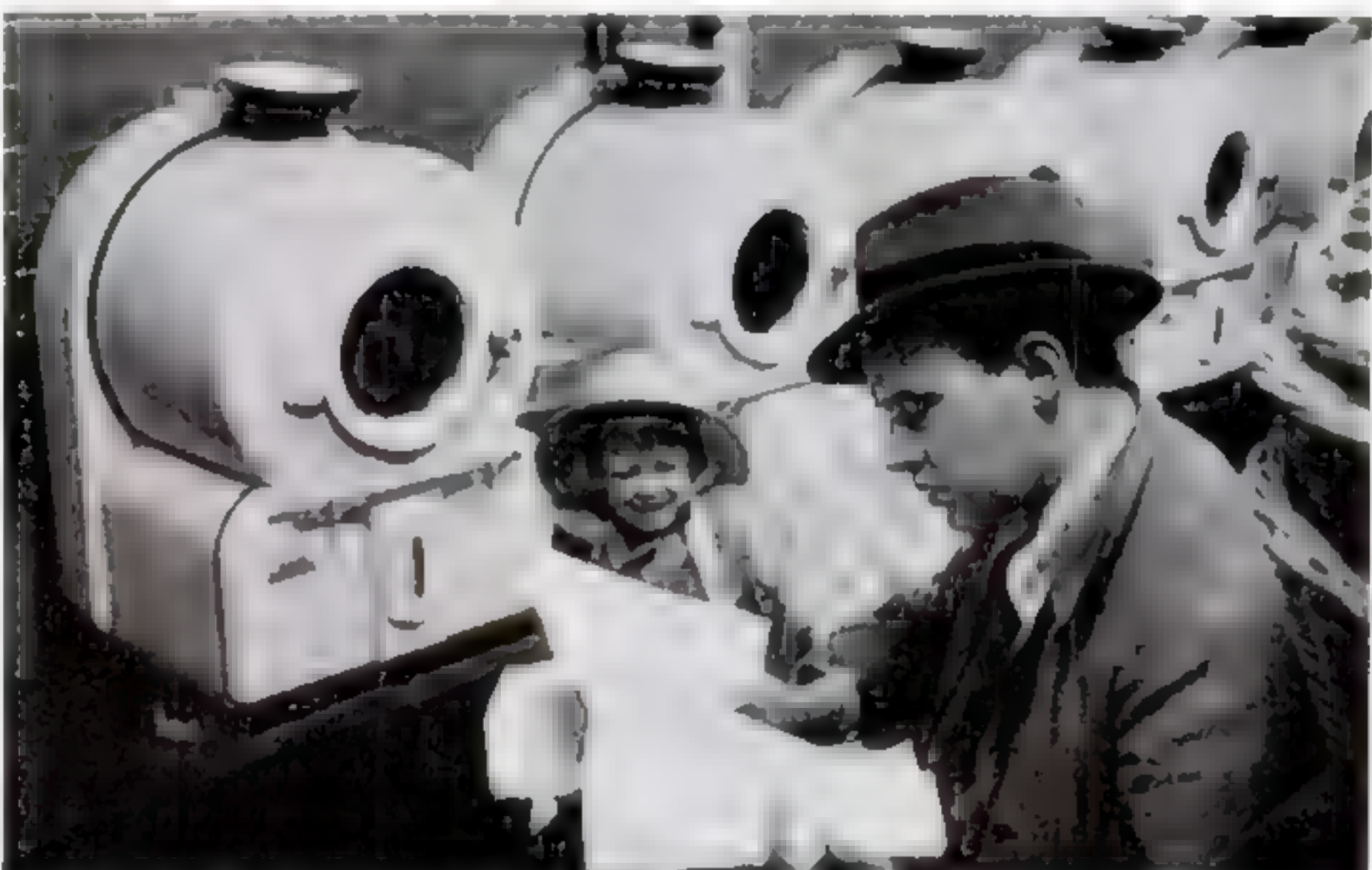


ANN McQUADE works in an actors' guidance bureau, On Stage Inc., which she started with a friend.



THE McQUADES sit in their parlor trying to quiet their 3-year-old Tadpole who, unlike an actor, is profoundly

uninterested in posing for a photographer. His real passion is singing and playing with toy trains.



LAUNDRY AND ART are combined by McQuade who studies new part while getting family wash done

in Laundromat. Bored Tadpole is eager to move on and wheedle some cookies out of the grocer next door.



SOCIAL LIFE of the McQuades is confined mostly to the home because they cannot afford baby sitters.

But their actor friends, many of whom are well known in show business, like to come and talk shop all night.



LITTLE SHAVER, Tadpole McQuade, has orders from his parents to wait in a barber shop in the same building where he lives if they cannot meet the 4 o'clock

school bus which brings him back home. Tadpole is fond of looking through the picture magazines, chatting with the customers and his barber friend Sebastian.



UNEMPLOYMENT INSURANCE of \$10 weekly is collected by these actors. Left to right: John Ger-

stad, his wife Lee, daughter of Actor Elliott Nugent, and Michael Dreyfuss. All have had good stage jobs

Hard Times on Broadway CONTINUED

What To Do until

Actors get together to study and

An actor knows he has to eat to keep alive so when he is out of a job he lines up for his unemployment insurance (*left*) or, without worrying about professional pride, goes out to work as bellhop or cafeteria counterman or parking lot attendant. But he also knows that he has to act to keep on being an actor so he spends as much time as he can in theater groups or theater classes, a side of Broadway also examined in *March of Time's* newest film, *On Stage*. Sometimes a few actors get together, organize themselves into a group like Actors Workshop to get voice and body



Jobs Come Along

to put on plays for each other

training and to rehearse plays just for themselves and friends. Many actors attend the American Theatre Wing school, a nonprofit organization run by professional stage people, which is Broadway's largest training group. Set up especially for ex-servicemen, the Theatre Wing admits some girls (*below*) to fill in the female roles. The rush on the classroom has been accelerated by the new kind of young Broadway player who, generally better educated and more studiously inclined than his theatrical forbears, conscientiously keeps attempting to polish up his art.



BODY MOVEMENT CLASS, led by top British choreographer, Anthony Tudor, is part of Actors

Workshop where members pay only a dollar a week. Suppleness and grace are held vital to stage training.



FRIENDS AND CRITICS are these students of American Theatre Wing who, led by Director Danny

Mann (*center*), are analyzing with two actors the characters they have just acted in *Glass Menagerie*.

← STUDENTS LEARN TO IMPROVISE EMOTIONS LIKE HATRED. GIRL IS JEAN PEARSON



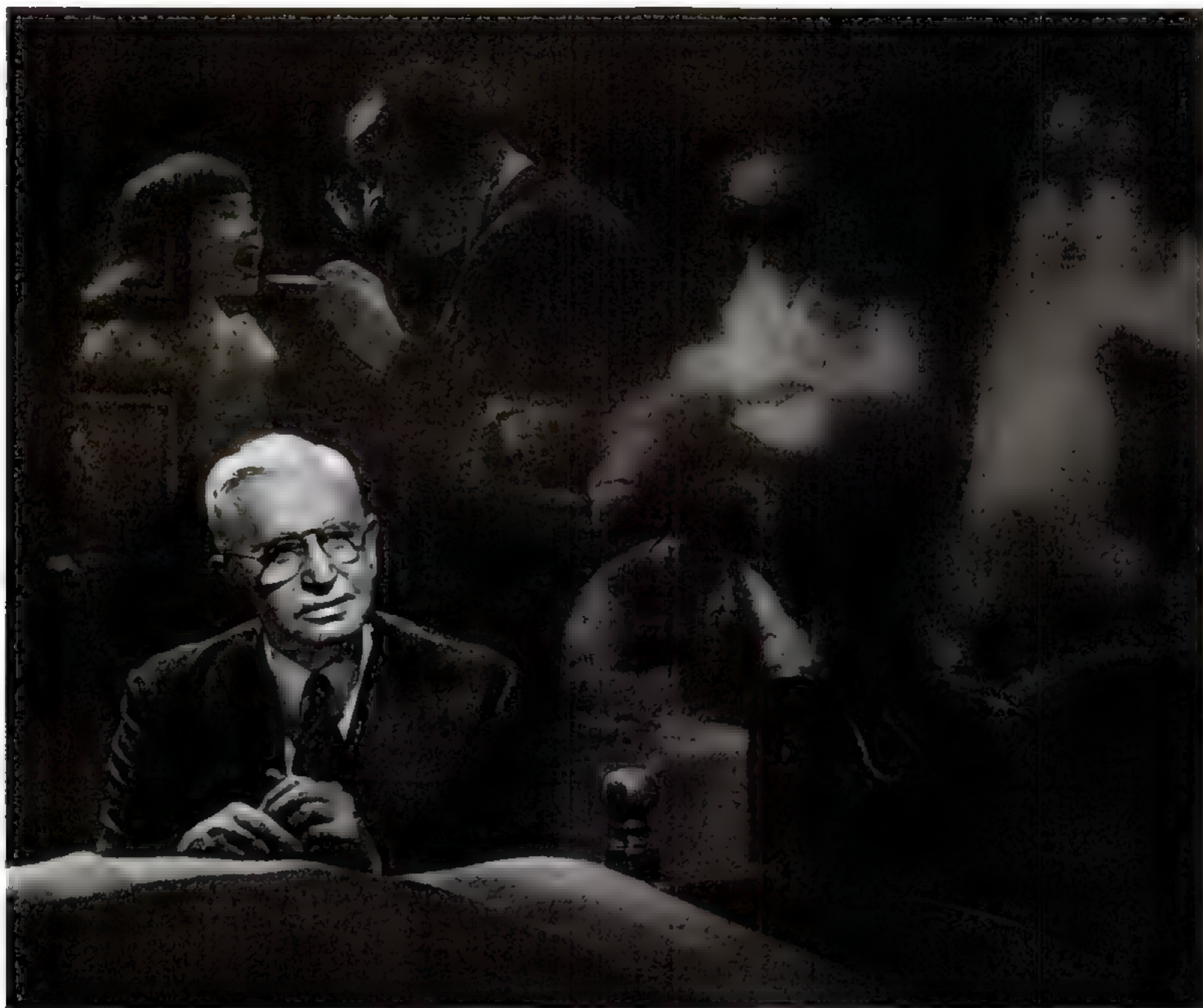
Girl in Shubert Alley

Trudging along the famous Shubert Alley (above) right off Broadway is Jean Pearson, 21, the girl seen in the agent's office on page 88. Jean came to New York from Baltimore three years ago and has not yet acted on Broadway. She first lived in a room in an East Side slum, supports herself on a \$105-a-month job in a hospital blood bank. Pale and thin, Jean looks as if she ought to rob the blood bank herself, but, though her only work has been in summer stock, she is firmly convinced that someday she will be a successful actress. To prepare herself for her career she spends much time listening to music and reading. "I'm now in the classics," she says, "and I just spent two very exciting weeks with Homer."

Man at the Imperial

Looking out (right) from the wings of the Imperial Theater is the tense face of Royal Dano watching another actor try out for the part in *South Pacific* that Dano himself hopes to get. Dano came to Broadway in 1946. Like so many of the current crop of young actors, he got the bug in the Army—in Burma, where he wrote and acted in a hit show. In his short stay on Broadway, Dano has had three fairly good parts. At the *South Pacific* audition, the other actor got the job. But Dano feels that his luck has been good. Losing the part did not weaken the conviction of Royal Dano, shared with hundreds of other stagestruck young people, that the theater is the most exciting profession in the world.





From experience comes faith . . .

Not *duke*, not *king*, not *emperor*, . . . but the simple word "doctor" falls on the ear of mankind with greatest meaning.

Doctor . . . despair turns into hope. Doctor . . . suspense gives way to knowledge. The moment he crosses the threshold he seems to lift a burden of fear and uncertainty from the house.

This wide respect comes from within the

doctor himself. It comes from *his* faith . . . born of years of early sacrifice . . . the responsibility for life and death.

The stored-up knowledge of all the doctors who have gone before . . . experience at a thousand bedsides . . . continuous contact with man and the human mind . . . these have given him his surest instrument . . . faith in himself.

E·R·SQUIBB & SONS

Manufacturing Chemists to the Medical Profession since 1858

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IN A BARN AT SYOSSET, N.Y. AUGUST ZAMOYSKI'S TOWERING STATUES OF BIG AND BROODING WOMEN STOOD FOR ONE YEAR NEGLECTED BY THE U.S. ART WORLD

DISPLACED ART

Huge works by Polish sculptor get the cold shoulder in U.S.

The brooding and lonely figures above have led a singularly nomadic and neglected existence, considering their size and their monumental qualities. They were done by a Polish sculptor named August Zamoyski, who, captured during the war by the Germans, escaped and fled to Brazil without his statues, which he had safely stored away near Paris. In 1945 he had them shipped from France to the U.S., where he rejoined them last year with high hopes of getting them exhibited. While his

statues stood in a vacant barn Zamoyski went to see top art dealers and museum directors, only to be told that his sculpture was either too big, too old-fashioned, too modern or too unsalable to be shown here. So last month he crated them up once again, some 35 statues, and then sent them off to Brazil. A few art experts were highly indignant at the treatment he received. But Zamoyski was less perturbed than they because in Brazil, where he is a famous man, his work at least will be looked at.



"The Swell Way
JERIS
Keeps My Hair
Made a Fan
Out of Me"
Cheers
John Payne

soon to be seen starring in
"The Crooked Way"
a Benedict Bogeaus Production
released through United Artists

KEEP HAIR WELL-GROOMED

Free of Dandruff Too
with "Double-Action" Jeris

Guard your hair and scalp the amazing way many movie stars do. Use Jeris Antiseptic Hair Tonic daily, with massage. Jeris' "double-action" not only keeps your hair neat... but keeps dandruff flakes away.

(1) **JERIS KILLS DANDRUFF GERMS*** on contact! Antiseptic action instantly removes unsightly dandruff flakes.

(2) **JERIS STIMULATES THE SCALP!** Daily massage with Jeris awakens blood flow. Helps promote healthy hair growth, relieve dry scalp and excess falling hair.

For well-groomed hair that's free from dandruff too, take John Payne's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

*(*Pityrosporum ovale*), which many authorities recognize as the cause of infectious dandruff.

JERIS
Antiseptic **HAIR TONIC**



AT WAREHOUSE in New York City, Zamoyski prepares to send sculpture to Brazil. A Polish count, Zamoyski has money enough to ship statues around.



MONUMENT to Poland's Frédéric Chopin (shown front and back) looks out over the bay in Rio de Janeiro. It was commissioned by Poles living in Brazil.

PAIN

of headache, neuritis
and neuralgia

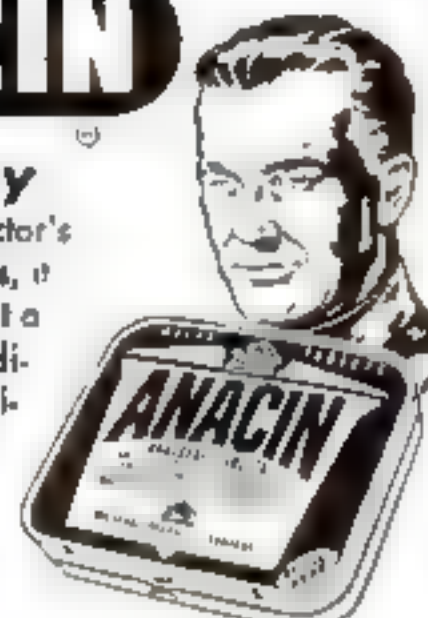
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the way thousands of physicians
and dentists recommend —

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



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"More people rely on
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COUGH DROPS"

Medicated for

CLOTHESPIN NOSE



CAT-TEX



SOLE OUT-WEARS
LEATHER!



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famous products...
to 27,572,000 LIFE
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Skin Sufferers

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world famous, cooling, medicated liquid **D. D. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35c trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION**.

"CAN I PAY MY FREIGHT BILL WITH THIS BUSHEL OF CORN?"



Well, indirectly, yes—for the farmer, like everyone else, exchanges goods or services for the money from which he pays his bills. And, to pay his freight bill now, it takes far less of what he raises than it took in prewar years.

Suppose that in 1939 a farmer sold just enough corn to pay the freight on *one carload* of corn from Chicago to New York. At 1948 prices he would have received enough for that same amount of corn to pay the freight charges on

about *two and one-half carloads* between the same points.

This is just an example of the fact that, in relation to the price of other things, freight rates have been substantially lower than they were before the war.

Railroads cannot continue to pay more for what they must buy—both goods and services—and get a great deal less, relatively, for what they have to sell. That is why they had to ask for increased freight rates.

NOT THE EXAMPLE

When you compare the freight rates for the commodities listed below, you will find that the freight rates for these commodities are lower than they were in 1939.



COTTON

63% LESS



LUMBER

61% LESS



WHEAT

55% LESS



BITUMINOUS COAL

49% LESS



PIG-IRON

42% LESS



BUILDING MATERIALS

39% LESS

PENNSYLVANIA RAILROAD



TIME: NOW . . . PLACE: GREAT SPORTS CENTERS CREATED BY MEN WHO PLAN BEYOND TOMORROW

Very Obviously... Timely

Seagram's **VO**

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES

THIS WHISKY IS SIX YEARS OLD—86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, N. Y.



FRANK HERZEGH PAUSES FOR A MOMENT'S REFLECTION IN THE HOME WORKSHOP WHERE HE DID SOME OF THE WORK ON HIS TIRE

TUBELESS TIRE GOES ON THE MARKET

It is the result of six years' work by an unknown engineer who is happy with the \$4 he got for patents

This week in Miami, Fla. a pretty girl will dive into a pool and plunge an ice pick into a submerged automobile tire. A second tire will be riddled with steel-tipped arrows by an archer. The mayor of Miami, an otherwise blameless man named Robert L. Floyd, will drive a golden spike into a third.

The purpose of all this destruction, which is scheduled to be photographed extensively, is to call public attention to a new product which the B. F. Goodrich Company of Akron, Ohio is putting on the market. Despite the carnival methods used to introduce it, it is a product which will probably have a lasting effect on U.S. life, for it is a new automobile tire which is almost impossible to puncture and which requires no inner tube. It looks like the realization of the rubber industry's 50-year-old dream of a tubeless tire, and it is important to the average American because it will virtually eliminate punctures and sudden blowouts, is easier to change and can save the U.S. economy thousands of tons of rubber a year at present rates of usage. Although it now costs more than a regular tire and tube (\$24.95 against \$18.85 in the

most popular tire size), it costs less than a regular tire and self-sealing tube (\$27.70), and as production accelerates it will become even cheaper.

The new tire, in fact, is a bright new addition to that taken-for-granted benefaction, the American standard of living. Its development illustrates how that standard was chiefly arrived at, less through the dramatic, fell-swoop inventing of a Wright, a Bell or an Edison than through constant, unspectacular improvements effected by that body of anonymous, small-salaried men known as development engineers. These unheralded employees of corporations great and tiny devote their lives to making their particular company's toasters, plumbing fixtures or television sets more efficient, cheaper or more pleasurable than the opposition's. En masse they are at the heart of the American system of free competition to produce things better, cheaper and more plentifully. Individually they tend to look and think like Frank Herzegh, the man mainly responsible for the tubeless tire.

Herzegh, a 41-year-old resident of Shaker Heights, Ohio, spent six years developing the

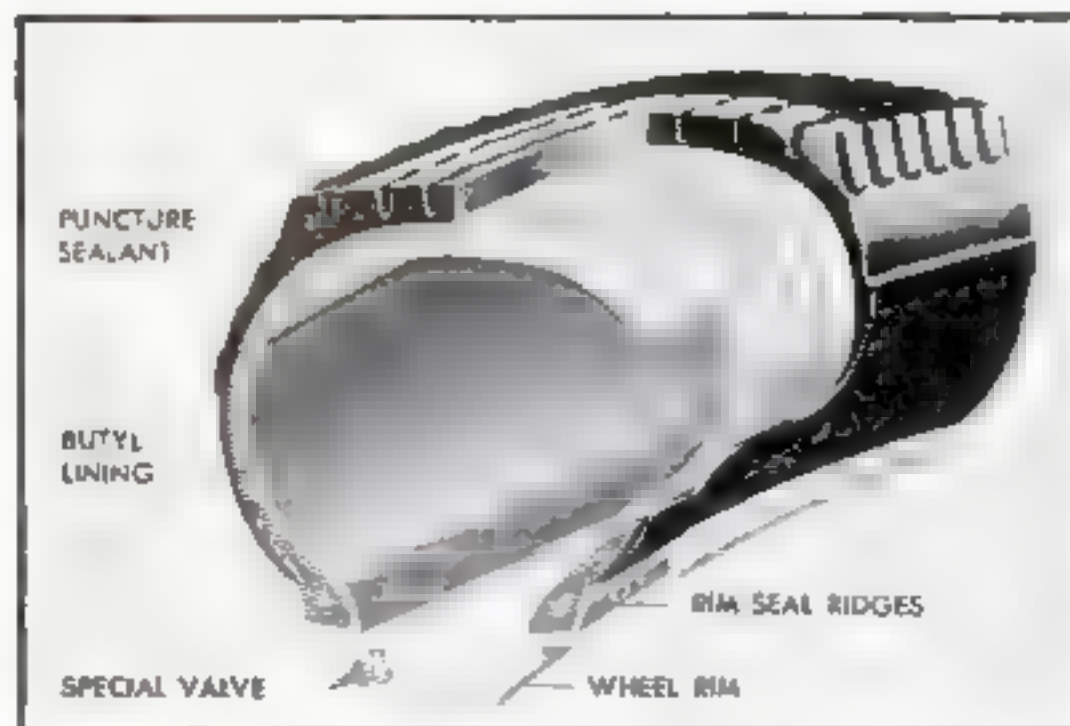


DIAGRAM of tubeless tire shows basic construction points. Its special valve fits the valve hole in a standard auto wheel.

MADE WITH
IMPORTED
BOTANICALS



Why this Martini
is praised to the sky

Cassia from China...

Valencia peel from Spain...

Juniper from Italy...

The world's finest vintage year
herbs and berries...

Add American grain spirits—and Hiram
Walker's 91 years distilling skill...

There you have a really great gin for
gin drinks that win high praise.

HIRAM
WALKER'S Distilled
London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.



HERZEGH'S OFFICE is one desk among 100 others in the tire development department. Only thing different about his desk: he is usually away from it.

Tubeless Tire CONTINUED

tire, during which he gradually overcame not only technical difficulties that have stymied the rubber industry for decades but apathy and sometimes active opposition in his own company. His rank at the big Goodrich plant in Akron was and still is "project engineer," an impressive-sounding title which actually puts him just above typists and well below a number of supervisors, all of whom can give him orders. Before perfecting the tire which is the sensation of the tire business his salary was well under \$10,000 a year. It still is. His office is still a desk in a large room he shares with about 100 other people. For the four patents which made the tubeless tire possible, he received one dollar apiece from Goodrich. He sounds like an ill-used man.

However Herzegh is not only content but feels that he has been treated very well. Goodrich employs 1,100 engineers, including 75 exclusively assigned to maintain and improve tire quality and to develop new tires. Many of them work on projects like Herzegh's; his happened to succeed. Why, he argues, should he receive rewards or honors for being luckier than the others? While some associates would agree, others feel that Herzegh, while not ill-used, deserves whatever acclaim he receives.

Even among engineers he is an especially serious sort of man, single-minded and purposeful in his approach to a task. When the Army in 1941 asked the rubber companies to develop a heavy-duty combat tire which would carry its load at least 75 miles after the air had been shot out of it, Herzegh was one of the several engineers assigned to represent Goodrich. Although many engineers developed satisfactory tires, his was the only one which eliminated the inner tube. The whole project was abandoned, however, when the synthetic rubber program made military tire-saving less important.

How to be self-sufficient

BUT Herzegh decided to try applying his tubeless principle to passenger car tires. He has a relentless curiosity which drives him as hard as ambition drives a selfish man, and he is also extremely independent. He believes that the trend toward specialization in modern life has robbed men of the security felt by the pioneer, who, independent of others, was able to fend for himself and his family. Out of this has grown a philosophy of self-reliance which leads Herzegh to cut his son's hair, not to save money but to be self-sufficient. Similarly his home contains many mechanical devices but none which Herzegh himself cannot repair and maintain. He took a brief radio course in order to be able to repair his own radio set; he does all the work on his car which, as a result, has never been touched by a professional mechanic; he made the burner which converted his coal furnace to gas, and when one of the children's toys breaks, Herzegh repairs it in a basement wood- and metal working shop which, containing \$6,000 worth of machine tools, is a major element in maintaining his self-sufficiency. His family will have a television set as soon as Herzegh finishes learning how to make one.

CONTINUED ON PAGE 104



ILKA CHASE, screen star and author of "Free Admission", says, "Only Playtex combines freedom of action with figure-slimming power and comfort. And it's invisible, even under the sleekest dress!"



LILLY DACHE, designer of hats and clothes, says, "Playtex is the best way to a fashionable figure that you ever saw! It slims your figure, and its perfect fit makes your clothes look so much nicer!"



NEVER BEFORE SUCH TREMENDOUS FIGURE-SLIMMING POWER, SUCH COMFORT, SUCH FREEDOM OF ACTION.

WOMEN CHEER NEW INVISIBLE PLAYTEX® GIRDLE

Without a single seam, stitch or bone, figure-slimming Playtex is invisible even under the sleekest dress.

It took a research group of chemists, physicists and fashion girdle designers to develop the revolutionary New PLAYTEX Living Girdle.

Everyone knows that American women are the world's most active women. Most of them want to look inches slimmer and trimmer. All of them yearn to achieve the perfect figure in perfect comfort.

Wonderful difference between PLAYTEX and all other girdles is the way it combines tremendous figure-slimming power with *super* comfort and dynamic all-way stretch that gives with every motion of your body.

Made of natural tree-grown latex that fits like a second skin, PLAYTEX is invisible under clothes, and

firmly controls as it moulds and smoothes unwanted curves. In fact, you'll forget you have it on until you find yourself in front of a mirror and see how magically it erases those little bulges at hip and thigh. And faithful wearers claim that PLAYTEX not only slims your figure from the very first day—but that the next PLAYTEX you buy will probably be a size smaller!

Even to the touch, PLAYTEX gives the illusion of no girdle at all. It hasn't a bit of fabric in it—not a single seam, stitch or bone. PLAYTEX is one smooth piece, even to the garters.

PLAYTEX holds its shape—and its delicate scent—always. It takes just 10 seconds to wash dainty—10 seconds to pat dry.



IN SLIM SILVERY TUBES, PLAYTEX Living® Girdles are on sale at all dept. and specialty stores. Blossom Pink, Heavenly Blue, Gardenia White, extra small, small, med., or large... \$3.95
PLAYTEX Panty Girdles... \$3.50
PLAYTEX Panty Girdles with Garters... \$3.95
Extra large PLAYTEX Living Girdles with Garters... \$4.95

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DENTISTS SAY:

**Colgate
Tooth Powder**
with the 2-minute routine
**Gets Teeth
Sparkling And
Super-Clean**



**OVER 4,000 DENTISTS,
IN A NATIONWIDE SURVEY,
SAY "YES" TO THIS EASY WAY**

- 1 Simply brush teeth for two minutes, morning and night, with Colgate Tooth Powder.
- 2 Brush all three surfaces—front, back, and biting edges of teeth.
- 3 Always brush away from the gums.

**REMOVES DULL FILM—
THAT IMPROPER
BRUSHING MISSES**

Yes, this routine removes film, even between and behind teeth... leaves teeth shining clean, naturally bright. And, Colgate Tooth Powder tastes pleasant. Leaves breath fresh and sweet.



BOTH teeth and breath
get "romance-clean"
with Colgate Tooth
Powder!



*No dentifrice
can get Teeth
and Breath cleaner!*



A FAMILY RITE every three weeks is the cutting of son Frankie's hair in the breakfast nook. Other Herzegh children are Jean, 7, and Paul, 3 weeks old.

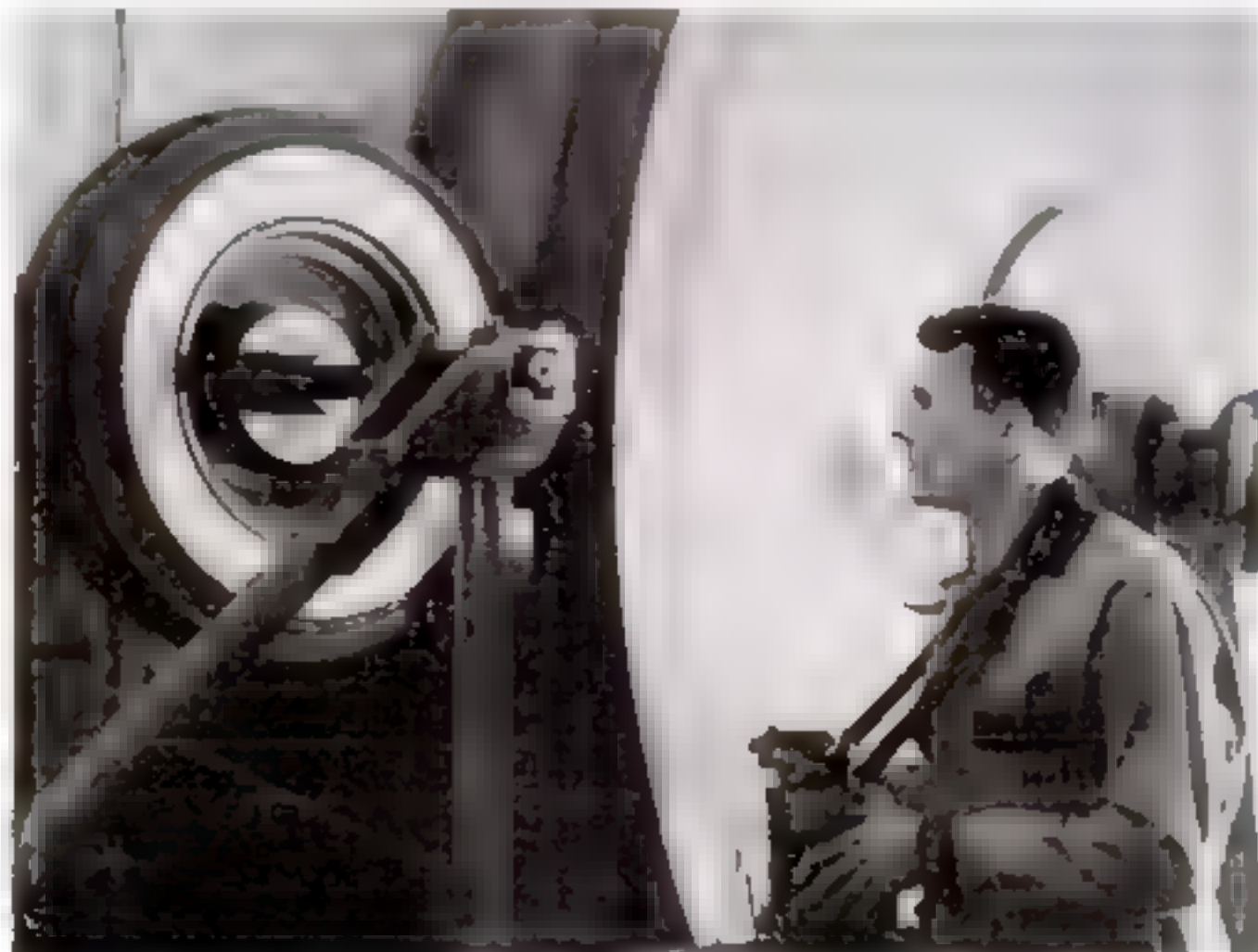
Tubeless Tire CONTINUED

He works on research projects, which his superiors let him select for himself, with the same earnestness. He is seldom at his desk because he likes to run his own laboratory tests, and when an experimental tire is being made up for him in the factory he is frequently around to take it from the hands of one workman and carry it impatiently to the next stage. When he was working on the puncture-sealing tubeless tire (or PSTT, as the Goodrich advertising department has decided it should be called), Herzegh even did some test driving, which is highly unconventional for a rubber engineer. He fitted a car with two experimental tubeless tires and two conventional ones and drove it along a remote road at 95 mph to observe comparative performances. The tubeless tires did fine but one of the regular tires blew out; the car went out of control and rolled over 10 times. It was a new, company-owned Buick sedan, and its demolition (p. 107) was not received by his superiors with understanding smiles.

An automobile tire is actually two tires; an inflatable, comparatively vulnerable inner tube and a stanch outer husk or shoe which attaches to the rim and protects the inner tube. To make a one-piece tire Herzegh had to develop a shoe which was not only strong enough to take tire wear but sufficiently imporous to hold 30 pounds of air pressure without "breathing" it through the side walls. In addition it had to cling to a wheel rim without leaking air even under the swerves and bumps of fast driving.

After many experiments and tests Herzegh developed a tire with a first ply of butyl rubber which would hold air as well as an inner tube. The problem of attaching tire to rim without leaks was tougher. Herzegh tried using gaskets, tried sealing the whole tire, even desperately tried cementing tire to rim. All were clumsy and impractical. One day he remembered a curious labyrinthine seal he had seen on his gas refrigerator at home while he was repairing it. He applied the labyrinth principle to the tire, designing a series of six concentric ridges around the edges where they meet the rim. Even with the tire only one-third

CONTINUED ON PAGE 107



TEMPERATURE CHECK of a tubeless tire "driven" at 60 miles an hour for 50 hours on this testing machine is made by Herzegh using a potentiometer.

COMPARE VENUS

THE NEW \$3.50

*Hooded
Pen*

WITH ANY OTHER PEN
AT ANY PRICE!

ONLY
\$3.50
No Tax

Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink
(writes dry) or regular
ink. Exclusively de-
signed.

Instant Starting!

Patented ink control
under hood, keeps the
14 Karat gold point
moist—for instant
touch and flow!

VENUS

Manufactured by American Pen Co.
Patent of Design: Venus Pen Co.

Fast HELP for HEADACHE



**BROMO-
SELTZER**
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary
headache, he always take Em-
erson's Bromo-Seltzer. It fights
headache three ways

1. Relieves Pain of Headache.
2. Relieves Discomfort of Up-
set Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as direct-
ed. Get Bromo-Seltzer at your
drug store, fountain or
counter today. A product of
Emerson Drug Company
since 1887





Painted by Clarence Carter

Are kidney stones really STONES?

"Indeed they are, although it is surprising how many people think stones are only 'irritation.' They may be as small as a grain of sand or as big as a baseball. Sometimes they are rough and jagged, sometimes smooth. We don't know just *why* they form, although a poor diet, too little vitamin A, an infection or gland disorder may be to blame. We do know, however, that they form when natural body salts crystallize, gradually becoming stones.

"They may not cause serious trouble; neither do they just 'go away.' Pain in the abdomen or back may be the first warning of their presence—and a warning that medical aid is needed. Kidney trouble ranks among the seven top causes of illness. Not only stones, however,

but other painful kidney conditions can now be relieved if found and treated *soon* enough."

Your doctor

The Ifs, Ands, and Buts of kidney stones

IF . . . you feel the urge to pass water often but find it is difficult, painful or causes burning; if you notice blood in your urine; if you have a dull, persistent pain in back or abdomen, or feel sudden sharp pain, see your doctor at once.

AND . . . give him a real opportunity to locate the trouble. Be patient if he finds it necessary to have x-rays taken or laboratory tests made. Carefully follow all his suggestions.

BUT . . . keep in mind that even when stones are removed, new ones may form. Your doctor will try to find and eliminate the cause. Sometimes, to prevent stones from forming, you need only drink a great deal of water and change your diet. When the doctor works out your regimen, stick closely to it.

F I N E P H A R M A C E U T I C A L S S I N C E 1 8 8 6



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"YOUR DOCTOR SPEAKS"—this is thirty-second in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge

SERVE AT THE
NARRAGANSETT HOME OF
Mr. and Mrs.
F. Warren Pershing



YOU HEAR IT EVERYWHERE

...“finest beer served
anywhere!”

THE REASON:

33 FINE BREWS BLENDED INTO ONE GREAT BEER

INTERNATIONALLY
FAMOUS

Pabst
Blue Ribbon

THE LOVABLE GIRL-OF-THE- MONTH



Miss Loois Fredericks
Miss Miami Beach 1949

LOVES HER LOVABLE BRASSIERE

Specially designed
for fuller figures.
Strap is extended
for greater uplift,
complete support.



Rayon satin: Nude
or white. Sizes 32
to 44. B, C, D cups.

#948 • \$1.50

YOU'LL LOOK LOVELY, TOO,

IN A *Lovable* BRA

Lovable Brassiere Co., Dept. LF14, 358 5th Ave., N.Y.C. 1

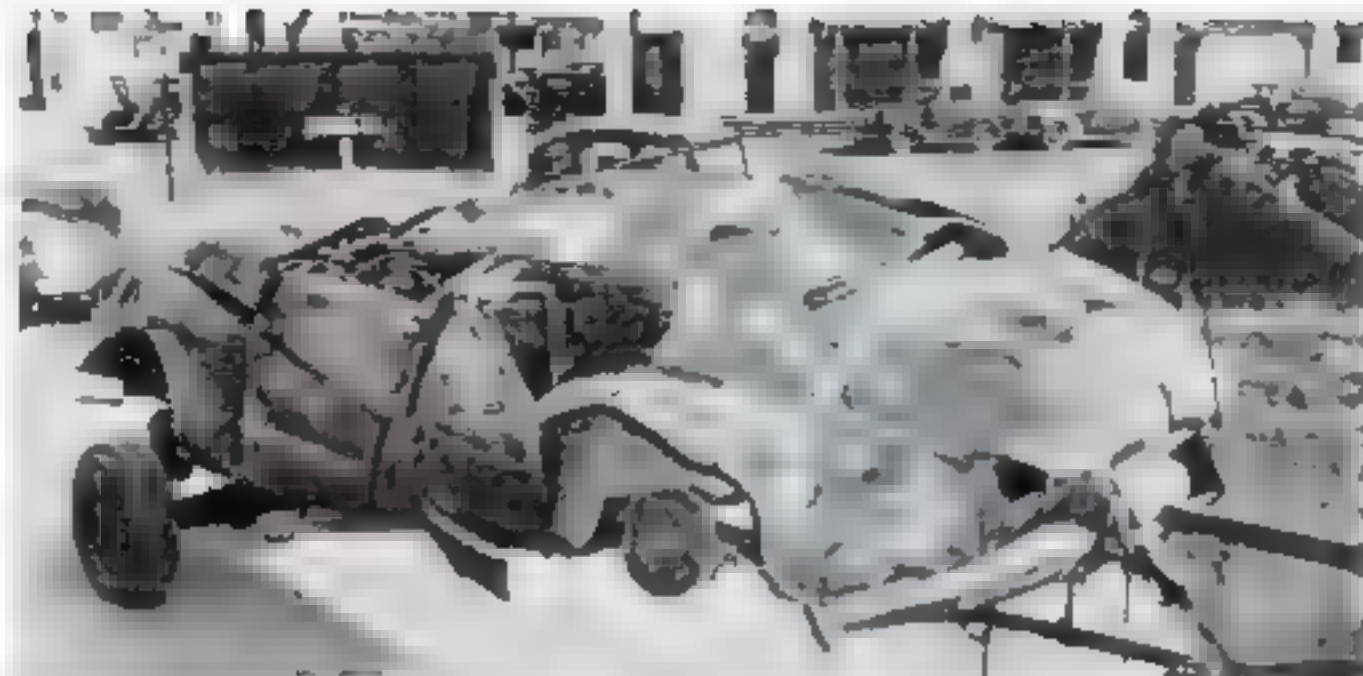
JONES DAIRY FARM SAUSAGE

Best call for breakfast!

On a brisk white February morning, nothing will bring the family to breakfast like a big platter of deep-browned Jones Dairy Farm Sausage.

There's no sausage like Jones Sausage! We still make it in the old fashioned way according to the recipe that has been in our family over 100 years. Buy Jones Dairy Farm Sausage from your market man for that extra special treat next Sunday morning.

Jones Dairy Farm, Ft. Atkinson, Wis.
MARY P. JONES, President



UNSUCCESSFUL EXPERIMENT comparing regular with early tubeless tires ended in this wreck. From it Herzegh and an associate crawled out unhurt.

Tubeless Tire CONTINUED

inflated, the ridges became a series of air-tight walls, leakless under the hardest usage. His basic principles established, Herzegh called in Goodrich specialists in particular phases of tire-making to help perfect it. He later added the puncture sealant, a gooey substance which, contained in the tire, fills a puncture hole as fast as it is made and had already been used in self-sealing tubes.

Herzegh had shown early samples of his tire to some of his superiors; one of them, possibly thinking of what a tubeless tire would do to the inner-tube business, turned on his heel and announced he wanted no part of it. Nevertheless Herzegh went ahead, even ordering experimental tires made when he had no authority to do so; similarly he quietly supplied completed tires to top company officials, asking that they try them, not only for test purposes but to win official support for a project about which some of his associates were growing markedly unenthusiastic. However when Goodrich President John Collyer himself asked about its progress, most opposition died. First models were test-sold in Cincinnati about a year ago; this week's Miami "premiere" opens the Southern market. By the end of 1949 Goodrich expects to have national distribution.

This will mark a high point in a life which began in Cleveland in 1907 when Frank Herzegh was born to an immigrant Hungarian photographer. His subsequent career at Case Institute of Technology was noted less for scholastic attainments than for the fact that in 1927 he scored the winning touchdown against Western Reserve, the last time Case had beaten its traditional rival until last fall. He started with Goodrich in 1930 and may end his days there without, perhaps, ever again hitting on something as good as the tubeless tire. The project he has now set himself to work on is a nonskid tire.

Herzegh lives quietly in Shaker Heights in a house which he remodeled himself after studying plumbing and electrical wiring, and he is teaching his youngsters the same qualities of independence and self-reliance which have served their father. In general his wife Eleanor approves, although there are times when she finds Herzegh's insistence on thoroughness and self-sufficiency a little trying. Two summers ago he decided he would paint their 1939 Mercury before the family left on its vacation. His careful examination revealed that the car had a number of rust spots, to reach and sandpaper which required the removal of many parts. Herzegh removed all the parts, sanded all the places and then painted the car. He found himself applying the very last brushful on the last day of his vacation.

—HERBERT BREAN



SPIKE BOARD is used in testing the puncture-sealing qualities of tubeless tires. Test Engineer Ted Sapp (right) was one of 39 who also worked on project.

Parties Peanuts PLANTERS



MR.
PEANUT
Reg. U. S.
Pat. Off.



In Half-Pound Cans



First aid
to
popular
hostesses—
**PLANTERS
Cocktail
Salted
Peanuts!**



Guests
love
'em!



These PLANTERS products
are also made in Toronto, and
sold everywhere in Canada.

PLANTERS
is the word for
PEANUTS



A CAPTAIN OF THE GUARD, Louis F. Mohr, 85, of New York City, poses in full dress regalia before the party. His great shako is black bearskin, his epaulettes are gold,

the gorget around his neck is gold plate, and his jacket is white. He got one medal from the Old Guard and two from New York state for guarding waterworks in World War I.



MODERN PHONE is used by sergeant in ancient Worcester Continental garb.

Life Goes to the Old Guard Ball

Happy warriors turn out to dance in spurs and shakos and epaulets

For the last few wars military uniforms have been depressingly conservative. But the towering shakos, swishing epaulets and fancy jackets piped in silver that pirouetted on the dance floor of New York's Hotel Commodore last fortnight were enough to make a Göring jealous. Their wearers were all members of ancient regiments and companies founded, in some cases, before the Revolution. They were guests at the annual party of one such regiment, the Old Guard of the City of New York, founded in 1826.

There were more than 1,500 dancers, prancing guardsmen from the Ancient and Honorable Artillery Company (Boston, 1638), the State Fencibles Infantry, the National Lancers, the Putnam Phalanx and innumerable Horse and Foot Guards. To join such regiments a man must have had military service. But aside from occasional drills, duties are social. As the Old Guard recruiting advertisement puts it, "There is just enough active Military Life to keep up the Military Enthusiasm of its members."



A STIFF SALUTE is given by all the guardsmen as Lucy Monroe, standing on the dais, sings the national anthem

at midnight. This was part of review during which all the companies passed before Air Force General Stratemeyer.



WALTZING with his wife is Captain La Pierre of Second Company of the Governor's Foot Guard of Connecticut.



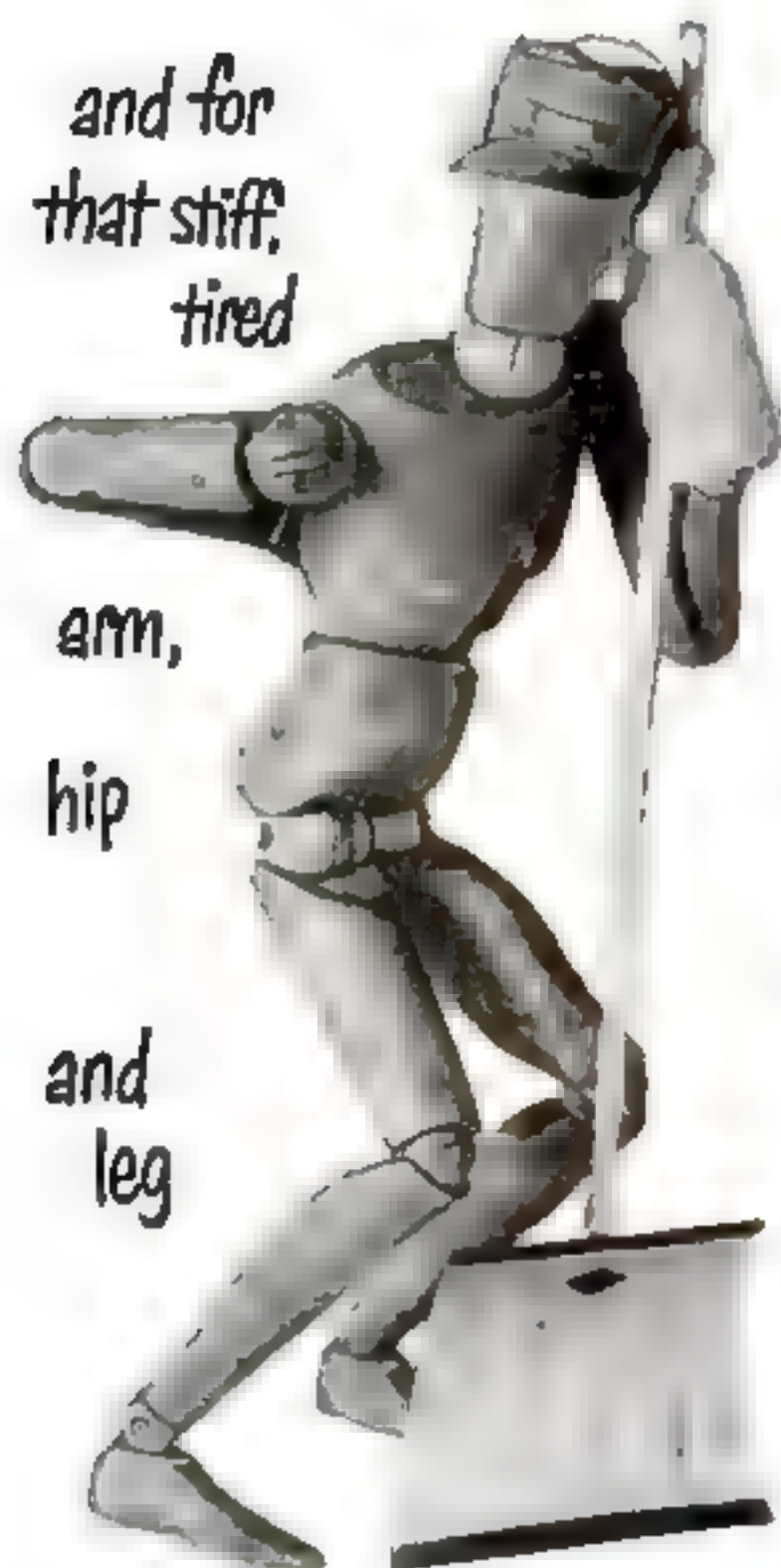
TWIRLING partner around, overenthusiastic guardsman attempts a daring step with a lady in strapless gown.



SPINNING on the dance floor, Captain J. Wallace Ried of the Old Guard finds that fast turn makes epaulets flap.

Oh, my aching back!

and for that stiff, tired



Here's fast relief...

• Yes, quick relief . . . when you rub your tired, stiff muscles with famous Absorbine Jr. Because tired muscles are often famished muscles. Your work or play has burned up energy required for activity. Rubbing those sore muscles with time-proved Absorbine Jr. helps Nature by stimulating your local circulation. This in turn enables fresh blood to bring fresh nourishment to the areas where applied. It's grand how the pain eases! Try it!

All drugstores, \$1.25 a bottle. Get your Absorbine Jr. today.

W. F. Young, Inc. Springfield, Mass.



Ah! my Absorbine Jr.!

Old Guard CONTINUED



THE COMMANDANT of the Old Guard, Major Jean Brunner of New York, checks chin strap in the "commandant's quarters," a private room off ballroom.



OFFICERS OF THE GUARD, Captains Nathan Berkowitz (left) and Mohr (center), chat with Lieutenant Heber Kopp of N.Y. Veterans Corps of Artillery.



ARTILLERYMEN of the United Train of Artillery Veterans (Providence, 1775) stand stolidly at review. One has tucked round pillbox hat in his coattails.

See the
WORLD'S NEWEST PEN
advertised in the
next issue of **LIFE**

It's the new
Parker
"51"

• 14 precision advances. The most delightful writing ease . . . the most complete pen satisfaction you have ever known.

Writes dry with wet ink!

FOR MEN AND BOYS

OTIS
UNDERWEAR



OTIS
SPORTSWEAR



OTIS
HOSIERY



G-Z MILLS, INC. 57 WORTH STREET, NEW YORK 13, N. Y.



Get Relief
QUICKER

From Your Cough
Due to a Cold

FOLEY'S Honey & Tar
Cough Compound

T-N-T
POPCORN
for winter nights



THERE'S EXTRA WEAR
IN THAT FAVORITE PAIR
SEE YOUR SHOE REPAIRMAN

TIOGA OAK
SOLE LEATHER

ESERLE TANNING CO., WESTFIELD, PENNA.

CONTINUED ON PAGE 112

"There is nothing better in the Market."

A Label Statement as Famous as the Whisky Itself

One family, one tradition—for 79 years! That is the history of famous Old Forester—since that day in 1870, when George Garvin Brown wrote the original label for the matchless whisky he had created. Today, both that label and the choice whisky fineness are unchanged. Old Forester is as glorious in quality and rich, full flavor, as the day it was born!—*There is nothing better in the market.*

100 PROOF • BOTTLED IN BOND



© 1948 B. F. DIST. CORP.

BROWN-FORMAN DISTILLERS CORPORATION... AT LOUISVILLE IN KENTUCKY

Look Smarter

Feel Better*

** Why more men
choose Jarman shoes
every season*



Triple-thick and terrific!

Jarman **Bold Soles**

Ultra thick soles and handsome masculine styling accentuate the new bold look in these Jarman "Bold Soles," made for young men who like their shoes rugged—but in all ways, smart.

\$995 to \$1395

Some Styles Higher

LEFT: Style 4727.
Handsome blucher with
buckle strap laces.

CENTER: Style 4732.
Seamless vamp, inch-thick
crepe rubber soles.

RIGHT: Style 4748.
Hand-sewn vamp, rocker
last, leather top soles.

The distinctive styling and exceptional comfort of these three new Jarman designs are typical of the exclusive Jarman features that make you *look smarter* and *feel better*. Because they are finer shoes in every way, Jarman are the choice of more and more American men every season. Fashioned by skilled craftsmen of rich, mellow leathers, Jarman meet the most exacting requirements for smooth finish and long wear. And, you are assured Jarman's famous *friendliness of fit*, the gentle, foot-snugging comfort that's yours the instant your foot slips into a Jarman shoe. Your Jarman dealer has the season's newest authentic patterns—a Jarman style for every occasion. Try a pair *today*, and look smarter, feel better!

JARMAN SHOE COMPANY, DIV. OF GENERAL SHOE CORP., NASHVILLE, TENNESSEE

CHEST-COLD DISTRESS?

Quick relief with
MENTHOLATUM



• Don't let coughing spasms wrack his chest—rub *Mentholatum* on back, chest, neck. *Mentholatum*'s famous combination of menthol, camphor and other fast-acting ingredients help lessen congestion without burning or irritating tender skin. At the same time, its soothing vapors comfort inflamed bronchial passages, ease coughing spasms. In tubes and jars—35¢ and 75¢.

MENTHOLATUM

GOOD-BYE TO discomfort of **ACID INDIGESTION CONSTIPATION SICK HEADACHE DULLNESS**

due to ordinary sluggishness

Too much "party"? Don't feel upset, "jittery" next day, because you ate or drank too much the night before! Take sparkling, good-tasting Eno at bedtime to quickly help neutralize excess stomach acid and ease upset "full-feeling"! When you wake, take Eno as a quick-acting laxative for positive, yet gentle relief! At all druggists—buy!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



Take Good-tasting **ENO**

Old Guard CONTINUED



A STOLEN KISS is achieved by benedict Clarence Horton, 93, a colonel of the First Light Infantry Veterans of Providence, R. I. His regiment was founded in 1818. The colonel was a sergeant in the Spanish-American War.



A PLAYFUL PASS at his pretty partner is made by 82-year-old Ignatius Fischl, a captain of the Old Guard. In place of his heavy fur shako he wears on his head a little round pillbox, the equivalent of the modern overseas cap.



A SERENADE to his lady is played by a handsome young flutist in one of the private rooms rented by guardsmen. These rooms were on the floor above the ballroom, and the parties in them went on until 5 the following morning.

CAN YOUR SCALP PASS THE **FINGER-NAIL TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair... relieves dryness... removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

YOUR HAIR CAN LOOK LIKE THIS WITH NEW **WILDROOT CREAM-OIL**



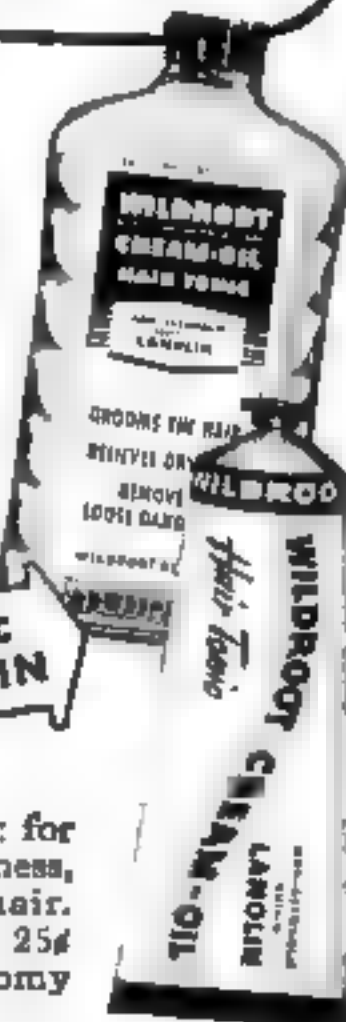
A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

NOW YOU CAN GET AMERICA'S LEADING HAIR TONIC IN NEW 25¢ SIZE!

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

NON-ALCOHOLIC
Contains **LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.



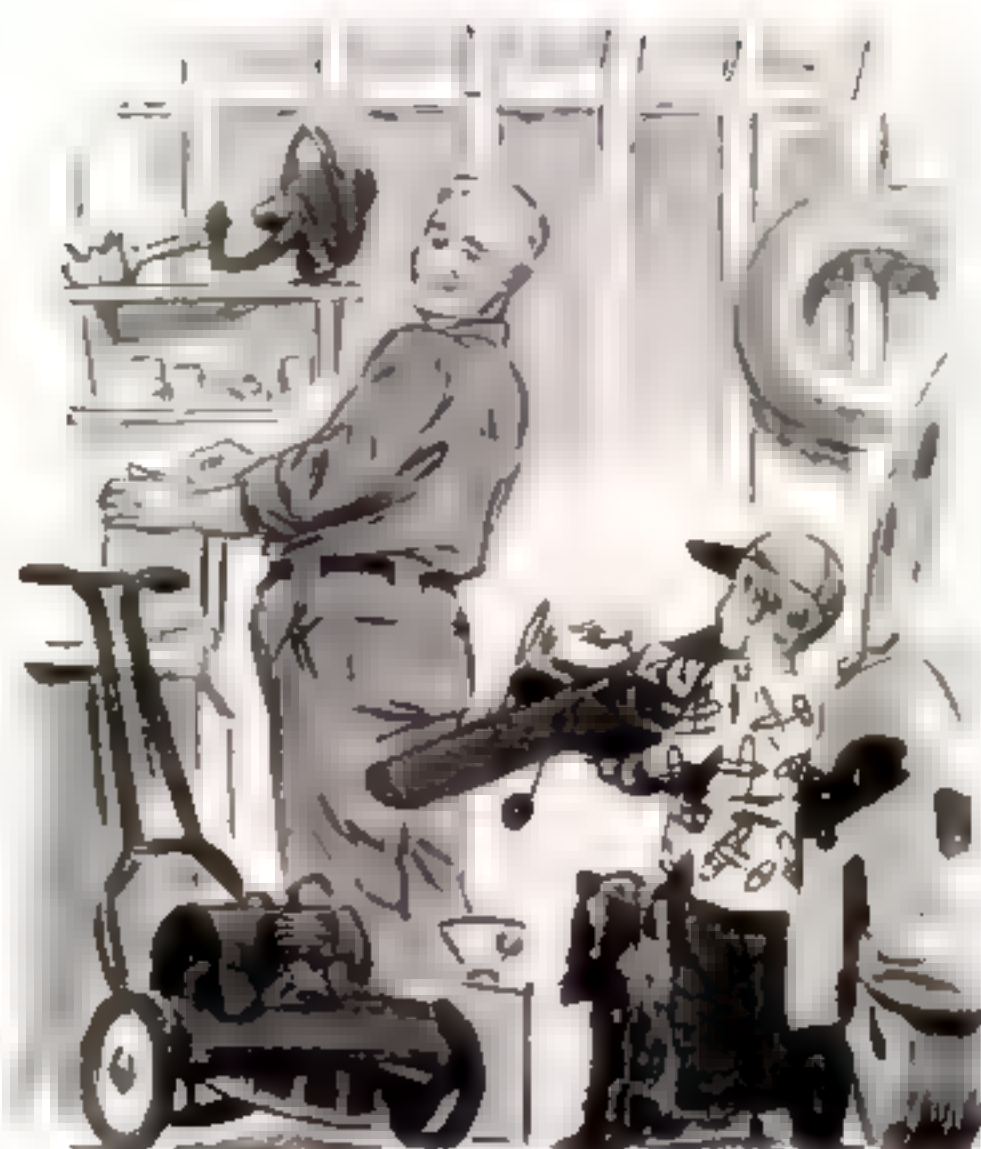
TUNE IN "The Adventures of Sam Spade" Sun. evgs., CBS Network.

If you want fewer products — increase taxes



1. Every time a new person is added to the population of the United States it takes \$110 worth of refining equipment, distribution facilities, oil wells, etc., to supply him with the petroleum products he needs.* It's up to the oil companies in this country to see that those additional facilities are provided.

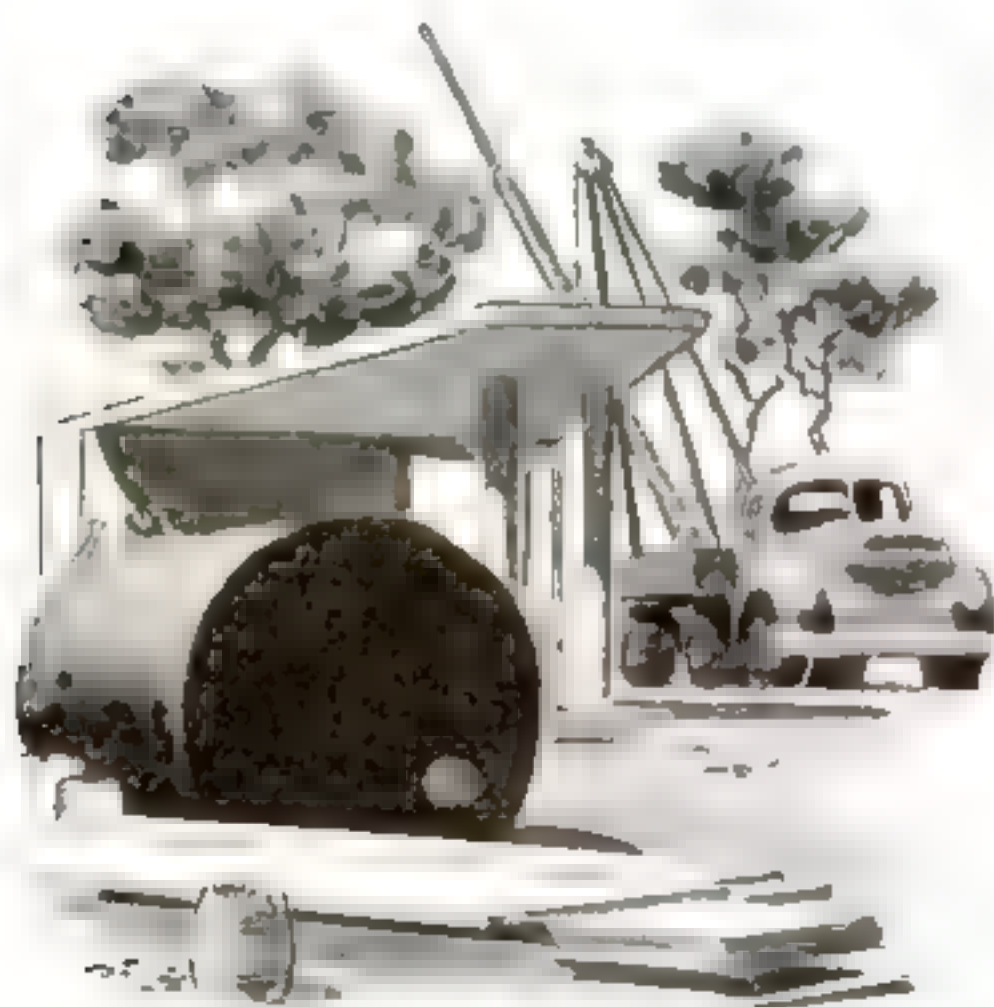
*Statistics based on period 1941-1947.



2. On top of this, the amount of petroleum products that the average American needs has been increasing each year. Between 1940 and 1948 the annual per capita consumption in the U. S. increased 39%. So it's up to the oil companies to see that additional facilities are provided for this increased consumption as well.



3. In the five western states served by Union Oil Company the population has increased about 40% since 1940. In order to supply our share of the requirements of these new people—plus the increased requirements of our old customers—Union Oil had to spend \$192,000,000 on new facilities, modernization of old facilities and replacements between 1940 and 1948.



4. Approximately 156 million dollars of this money came out of earnings of the company and from funds that had been set aside for replacement of facilities (depreciation). But the rest had to be secured through outside financing—either by borrowing or by the sale of preferred stock.



5. In other words, when all our costs of doing business were met, our employees paid and our stockholders given a reasonable dividend, there wasn't enough cash left over—in spite of our so-called high profits of the last two or three years—to finance the facilities that had to be added. We had to go outside the company to get the money—a process you can't continue forever.



6. The moral of all this is that at today's high costs you have to have high profits* if the increasing requirements of the American people are to be met. For most of those high profits go right back into increased facilities. Any attempt to "redistribute the wealth" by further taxing those profits will only end in fewer facilities, less products, higher prices and shortages.

*High, that is, by accepted accounting practices and today's tax procedures.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.



A TELEVISION DANCER SUSPENDED IN AIR IS OGLED BY MAN'S HEAD

LOOK, NO BODY!

Dancers defy gravity and juggle a man's head

One night a few weeks ago thousands of viewers watching the CBS *Toast of the Town* blinked their eyes and decided that their sets needed tuning. On their television screens two ballerinas in short skirts were playing catch (*below*) with the disembodied head of a man, which grimaced and leered as it was tossed back and forth. Then the head vanished and the girls themselves leaped into the air, remaining suspended (*above*) without any visible means of support. At program's end the secret of these impossible goings on was revealed (*next page*).



HEAD MAN of the act, ex-ballet dancer named Daniel Dolinoff, is thrown back and forth by his wife (*right*) and a partner. This game lasts a full minute.

CONTINUED ON NEXT PAGE



"That Formfit Look" ...for a sweetheart of a figure

Have you despaired of ever seeing your figure as beautiful as hers? Don't give up yet! Her figure may be no more perfect than yours. But she has discovered what millions of other lovely women already know—that the *look* of figure-perfection is now possible. Life Bra and Life Girdle by Formfit, working together, correct your entire figure faultlessly... no matter what your figure faults! That secret is ours—and it's in the exclusive Formfit way they're tailored to **LIFT—MOLD—CORRECT—HOLD**, all at one time. Make "that Formfit look" your own today—at any of the better stores.

Life
BY
Formfit

Life Bras from \$1.25
Life Girdles from \$7.50

THE FORMFIT COMPANY
CHICAGO, NEW YORK

MORE WOMEN WEAR FORMFIT THAN ANY OTHER MAKE

"From Now On, Mister..."



I ask for ACE COMBS"

"No more also-rans for me. I'm glad to give a few pennies extra for a genuine hard rubber Ace Comb. Then I know my hair will be combed the way I want it — with no hairs torn out, no sore scalp. In my book, an Ace Comb is a smart, long-term investment in good grooming."

ACE COMBS, in eleven popular styles, are individually packaged for your protection.

No. 492



No. 458



No. 428



Look for
**ACE
COMBS**
at drug and
dept. stores

A quality product of
AMERICAN HARD RUBBER COMPANY
New York 13, N. Y.

Look, No Body! CONTINUED



GRAVITY-DEFYING FEATS of the dancers shown in the two upper photographs are explained by the bottom picture, in which the figure of Dolinoff, holding up the ballerina, is outlined by a photographer's light. Completely concealed by his black costume, including black mask, gloves and socks, Dolinoff works against a black background which makes him completely invisible.

7 DAYS WILL DO IT



YES, in just 7 days... in one short week... a group of people who changed from their old dentifrices to Calox Tooth Powder averaged 38% brighter teeth by scientific test. Why not change to Calox yourself? Buy a can of Calox today... so your teeth can start looking brighter tomorrow!

CALOX TOOTH POWDER

McKesson & Robbins Inc., Bridgeport, Conn.

SONOTONE FOR BETTER HEARING



J. E. DINDERICH, for over 11 years serving the hard of hearing of Rockford, Ill. One of Sonotone's 700 Coast to Coast expert Consultants.

SEE SONOTONE IN 'PHONE BOOK
OR WRITE SONOTONE, ELMSFORD, N. Y.

Remember!

NO ONE Outgrows the Need FOR MILK

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

Play Billiards

ON TABLES COVERED WITH
SIMONIS
World's Best Billiard Cloth Since 1880
IMPTD. FROM BELGIUM—H.W.T. MALI CO., N.Y. 10

20¢ Buys The Best Writing Pencil In America
Scripto
MECHANICAL PENCILS
PENS-LEADS-ERASERS



GOOD TASTE THROUGH THE YEARS...

Ask for Philadelphia and enjoy a richer, finer whisky. Vast reserves assure you of true pre-war quality.

Philadelphia
BLENDED WHISKY
The Heritage Whisky

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION • PHILADELPHIA, PENN.

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Prove CAMEL MILDNESS *for Yourself!*



In a recent 30-day test of
hundreds of Camel smokers,
noted throat specialists reported
**NOT ONE SINGLE CASE OF
THROAT IRRITATION
due to smoking CAMELS!**

According to a
Nationwide survey:
**MORE DOCTORS
SMOKE CAMELS
than any other
cigarette**

Doctors smoke for pleasure, too! And when three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!



How mild can a cigarette be? Make the 30-day Camel mildness test—and then you'll know! A similar test was recently made by hundreds of smokers from coast to coast. These men and women smoked Camels, and only Camels, for 30 days—an average of one to two packs a day. Each week, noted throat specialists examined the throats of these smokers—a total of 2470 examinations. And these specialists reported *not one single case of throat irritation due to smoking Camels!*

Put Camels to the test yourself—in your "T-Zone."

Let YOUR OWN TASTE tell you about the rich, full flavor of Camel's choice tobaccos. Let YOUR OWN THROAT give you the good word on Camel's cool, cool mildness.

Money-Back Guarantee!

Try Camels and test them as you smoke them. If, at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund its full purchase price, plus postage.
(Signed) R. J. Reynolds Tobacco Co., Winston-Salem, N. C.